



THE NOE VALLEY VOICE

How to Save Your Pennies

The Scoop on Small Bank Accounts

By Mark Robinson

In 1980 Carol Cutler opened a \$31 savings account at Gibraltar Savings on 24th Street for her 6-year-old daughter, Kate. She hoped to teach Kate about the virtues of thrift and the ways of banking.

In July 1988, Cutler and her daughter visited the savings and loan again, this time to deposit Kate's first paycheck—wages from her summer job at the Jewish Community Center. But the lesson Kate learned was not exactly what her mother had in mind: bank fees had eaten up more than one-quarter of the account.

Yes, in the deregulated world of 1980s' banking, such things can happen to a small account holder, although in this case it was a mistake.

For savers with only a small nest egg, the choice of savings accounts is narrow, the interest is low, and the fees sometimes take a considerable bite out of the principal. There are special accounts for minors and seniors and a range of services that



Carol "Corky" Cutler (right) and daughter Kate were upset when the girl's savings at Gibraltar were siphoned off by service fees. The mistake was corrected, but care should be taken in setting up small accounts. PHOTO BY TOM WACHS.

the informed banker should know about before depositing that first \$31.

Noe Valley's Big Four

The four Noe Valley institutions—Bank of America, Coast Savings, Wells Fargo, and Gibraltar Savings—all offer a "basic" savings account for small depositors (interest is currently 5 percent, even on just a \$1 balance). They also all waive maintenance fees for minors. The

differences between the Big Four show up in their minimum required balances, minimum opening accounts, restrictions on withdrawals, and, of course, service.

Bank of America, the largest of the four institutions, charges a fee of \$3 per quarter if a regular savings account dips below \$500. The account must be opened

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A Few Props to Ponder Nov. 8

By Jeff Kaliss

Some of the 27 city propositions on the Nov. 8 ballot are more interesting and controversial than some of the candidates—but that doesn't make it any easier to wade through the phone-book-size voter pamphlet. To help the voter with her or his pre-election homework, the *Voice* has summarized below a few of the initiatives that promise to have direct impact on the neighborhoods.

Prop. A: Library Improvement Bonds

Proposition A, which was submitted by a unanimous vote of the Board of Supervisors, authorizes the city to borrow \$109.5 million in bonds to pay for a new main library building in the Civic Center area downtown, and for physical improvements to San Francisco's 26 branch libraries.

Opponents claim that A will direct "all the cream" of funding to the main library for what they consider to be unnecessarily luxurious improvements. But proponents say the new building will "provide many new services for children which cannot be done in the current library," a 1917 structure that was "filled to capacity in 1944." Advocates also point to advantages to the branches (including our own here in Noe Valley), such as the proposed system-wide computer hook-up and earthquake protection.

Noe Valley resident Sally Brunn, an active member of both Friends of Noe Valley and Friends of the Library, sees the measure as a message to City Hall that voters care about the survival of the library, including the branches.

Prop. D: Establishment of a Parking and Traffic Department Prop. T: Bolstering the Off-Street Parking Fund

The reason for considering Propositions D and T together is that they both attempt to offer solutions to the sort of parking problems drivers experience daily along 24th and adjoining streets.

Specifically, Prop. D would consolidate the city's parking operations, now handled by 12 agencies, into a single Department of Parking and Traffic, governed by a Parking and Traffic Commission. Prop. T would put money from parking meters directly into the existing off-street parking fund, rather than siphoning off the first \$6 million worth of quarters, dimes, and nickels into the city's general fund.

Prop. D's opponents see the measure as a threat to better Muni operation and the city's "transit-first" policy. They also fear that a "runaway" commission might "pepper the city with subsidized parking garages and lots, attracting greatly increased traffic."

Proponents, including Malcolm Thornley Jr., owner of the El Rio bar on Mission Street and president of the Council of District Merchants, note that creation of a new department will make it easier for people to know where to go for solutions to their neighborhood parking prob-

Be a Noe Valley Woman or Just Look Like One

By Denise Minor

Striding down 24th Street, waving down the J-Church streetcar, or buying unsprayed vegetables at Real Food's grocery, our heroine can be picked out of a crowd by any observant eye.

She's the Noe Valley Woman, and she's got her own fashion look. None of those high heels, tight pants or bright colors (so popular with her neighbors in the Mission and Castro districts) for her. She prefers flat shoes and loose cotton clothes in muted colors.

And whether she's the young mother in a soft knee-length skirt and "flip-flops," the power-walker in Cotton & Company sweats and Avias, the gray-haired retiree in sandals and Chi pants, or the professional in a flowing dress, the Noe Valley Woman makes her own statement. "I'm comfortable," her clothes say. "I'm not trying to stand out in a crowd, but I do feel good about the way I look."

Of course, not every woman in Noe Valley is a Noe Valley Woman. The students from McAtear High School spending their lunch breaks on our main drag are less likely to wear Birkenstock sandals and gauze blouses than they are purple high-top tennis shoes, black leather jackets, jeans strategically ripped at the knees, and nose earrings.

And just last month, this reporter spotted a woman headed into Famous Nails on 24th Street clad in white polyester bell-bottoms, vinyl shoes and rhinestone cat-eye glasses.

But still, there is a Noe Valley fashion trend here. Its roots lie firmly planted in the



Whether she's strolling around the neighborhood or working behind the counter at Colorcrane, Margaret Daly dresses "classic Noe Valley"—loose and comfortable. PHOTO BY PAMELA GERARD.

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Pigeon Lover All A-Flutter

Editor:

In your September issue, you have a letter to the editor titled "More Poop on the Pigeons." Actually, the caption should have been "Poop on the Noe Valley Voice." To say the least, the letter from Richard Armstrong is sickening, as is the *Voice* for printing something like that.

Evidently, Mr. Armstrong has a brain smaller than a pigeon's. His topics of discussion with his friend are: his friend's 1920 Chevrolet, his friend's job, his job, his satellite system, and the lady who feeds the birds. Well, that tells it all. There are lots of problems that concern not only Noe Valley, but the city, the nation, and the entire world, yet Mr. Armstrong is quite concerned about a defenseless woman who feeds the pigeons. Come on, Mr. Armstrong! Come out of the cage! Live and let live.

Noe Valley has been known as a progressive neighborhood, and its residents know how to distinguish between fanaticism and reality. We all—humans and animals—can live in peace, if we try. But since we are the ones who have the brains, let us use them to be constructive,

LETTERS 25¢

not destructive. This planet we live on belongs to the animals too.

Joan Woodroad
Oakland, California

Thank You Note From a Friend

Editor:

As outgoing president of the Friends of Noe Valley, I'd like to take this opportunity to thank members of the *Voice* staff, Denise Minor, Jane Underwood, and Roger Rubin for their continuous coverage of issues and programs of importance to the Friends of Noe Valley.

In addition, the new community organization column will be a major advantage to our efforts (as well as, I am certain, for all other community groups) and will enable us to share information with our Noe Valley neighborhood and to obtain community support and involvement. Again, thanks.

Mary Ann Malinak-Magnus
Past President, Friends of Noe Valley

Requiem for a Newsstand

Editor:

We deeply regret the passing of News on 24 [the 24th Street business replaced by Uptown News this year]. There once was a day when our local newsstand had the broadest selection of new magazines and other periodicals. One could spend hours (if one could only squeeze in!), lingering and reading everything from automobile magazines to the latest, most obscure literary journal. We never left empty-handed.

We now have a newsstand with weeks-old *National Enquirers* as well as one particular issue of *Vogue* exposed not once, not twice, but 12 times in an apparent effort to fill empty space. Yet it is now far easier to browse. It seems our neighbors no longer include our newsstand in their nightly stroll.

As we have no ready solution, we propose a moment of silence for News on 24. We miss you.

Philip Davis
and Beverly Gregg
Noe Valley residents

New Main Library a Boondoggle

Editor:


San Francisco is \$180 million in debt and facing many problems. Yet the taxpayers are being asked to pony up \$180 million for a huge, new "state-of-the-art" main library.

Unfortunately, Proposition A on the Nov. 8 ballot would be more empire-building than a needed library building. In 1985, the proposal was for a 300,000-square-foot building, costing \$45 million. By 1988, it had grown to 442,500 square feet, costing \$120 million! Not even the Board of Supervisors could abide such extravagance and reduced it to 404,450 square feet—still one of the largest public libraries in the country.

There is no need to abandon the existing building. When built, one-third of the site was left for future expansion. With today's more efficient use of the space, the existing library's usable area could be doubled by a 155,000-square-foot addition.

Updated and greatly expanded, the fine old building could provide the large, modern library needed. And the many millions saved could be used for other needed projects—including branch libraries.

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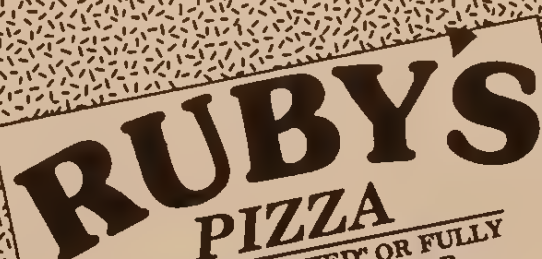
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with at least \$100. Withdrawals are limited to three each quarter for all regular savings accounts under \$500, and every withdrawal after that will cost you \$1. But under BofA's "student savings" plan, which only requires a \$25 minimum opening balance, minors get a free savings account, no matter what balance they maintain.

"We encourage teenagers to open their first savings account," says Michelle Terrell, financial service officer at BofA's 24th Street branch (near Castro). Terrell has seen an increase in such accounts, especially since McAteer High School students arrived in the neighborhood.

A native of San Francisco, Terrell recalls that when she herself was growing up, bankers used to come to her school regularly to teach students about banking and to collect deposits. Terrell has set up a similar program with a Noe Valley day-care center and plans to help the 4- to 10-year-olds get a head start on college savings.

"This teaches kids about banking and gives them a sense of the future," she says.

Coast Savings, a block away at Noe



Michelle Terrell, Financial Services officer at Bank of America's 24th Street branch, has established a program to teach kids how to save. PHOTO BY TOM WACHS.

and 24th, offers a slightly different combination of products and services to the small depositor. A regular savings account costs \$1 a month (or \$3 a quarter) to maintain if the balance falls below \$200. There is no minimum opening amount and no limit on the number of withdrawals you can make. The \$1 a month service charge is waived for minors.

"We see a lot of 10- to 12-year-olds opening their own savings accounts. Parents support the idea but usually don't want anything to do with managing the account," says Todd Davis, savings officer at Coast.

"If they can write their name, they can open an account," he says, noting, however, that minors must possess a Social Security number to get started.

Of the four local banking institutions, Wells Fargo Bank charges the highest maintenance fee for a regular savings account—about 7 cents a day for savings accounts with less than \$300—which works out to \$2 a month or \$6 a quarter. But this fee is waived for "Young Savers" (under 18), who may open a savings account with as little as 1 cent. There is no minimum opening balance for adults either.

Wells Fargo, which has an automated teller on 24th Street but no branch in Noe Valley, charges 50 cents for every ATM withdrawal and \$1.50 for every withdrawal made from a live teller. "We want to promote that this is a savings account," explains Lisa Hoogerwerf, a Wells Fargo public relations counselor. She points out that customers can call the bank 24 hours

a day to get information from a live phone operator.

Two years ago, Gibraltar Savings introduced a \$4.50 per quarter charge for regular savings accounts containing less than \$200. This fee is supposed to be waived for minors and patrons over 62. You can open an account with a penny, although adults should make sure they have at least \$4.51 in the account to cover the quarterly fee. Gibraltar does not limit the number of withdrawals an account holder can make.

Caveat Emptor Service Charges

Unfortunately, Kate Cutler's account was opened before Gibraltar instituted the \$4.50 per quarter charge. When the new policy took effect, no one noticed that Kate was only 12.

Wes Russell, manager of Gibraltar's 24th Street branch, says that if charges are inadvertently applied to a minor's account, they will be reversed, with interest. But for Carol and Kate Cutler, it wasn't that easy.

When Carol asked that the charges be

refunded, she says she was told by Gibraltar's operations supervisor, Janine Barr, that customers had been notified by mail of the new charge and that there could be no refund at this late date.

"I got so upset, I started yelling and screaming," said Cutler, who did eventually manage to convince Barr to refund the \$36. "If I hadn't made a scene, my child would have lost her money in the great computerized machinery of Gibraltar Savings," she wrote in a letter to the Voice.

But according to Russell, the problem arose over the question of notification. "She was claiming that we hadn't notified her, that was the whole problem," says Russell. He maintains that Cutler did not tell Gibraltar of her address change several years ago, which explains why the Cutlers never received year-end statements or the notice of the new \$4.50 charge. "If she'd called us or dropped us a card, [the fee] never would have happened," he says.

"It's just the principle," Cutler says, noting that the service charge exceeded the amount used to open the account in the first place. "If we'd known, we would have kept it in a shoebox," adds Kate.

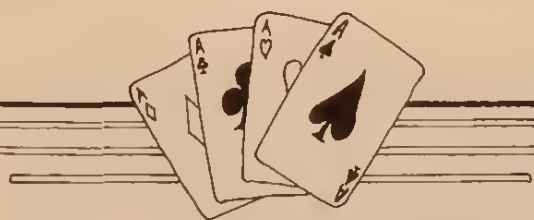
According to Mike Heffer, a spokesman for the group Consumer Action, account maintenance and other fees "started going up dramatically in 1983 and 1984." Heffer notes that while savings interest rates have fallen recently, charges have increased.

Consumer Action's most recent survey of California's top 10 banks and savings and loans reports that the average monthly fee for adult savings accounts under \$200 is \$1.35 a month. That means that an account with \$150 in it would earn about \$7.70 in interest, but \$5.40 of that would be eaten up by fees.

Heffer says that the higher fees are part of "an informal goal of the banking industry to weed out less profitable accounts." Such accounts are usually held by adults, according to all the banks mentioned in this story. □



Wes Russell is branch manager of Noe Valley's Gibraltar Savings, which has followed the trend of other banks in charging "maintenance fees" on savings accounts. PHOTO BY TOM WACHS.



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WHAT THE SUPERVISORS' BUDGET ANALYST SAID ABOUT THE 1988 CONTRACTS: "NOT RECOMMENDED".

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Fashion Statements

Continued from Page 1

era two decades ago when a wave of free-thinking flower children homesteaded the Valley.

"A lot of us are post-hippie yuppies," says Marie Sooklaris, owner of Abundance boutique on 24th Street and a Noe Valley resident for 12 years. "Our tastes from the sixties have held over, but they've been updated."

Sooklaris' exasperated attempts at finding casual clothes for her large frame inspired her to open Abundance about a year ago to serve women like herself. No matter what the size of the woman, though, she sees a neighborhood tendency toward soft, draping styles. "It has to have a nice flow," she said. "Even three-piece career dressing is softer here, not as tailored."

Ethnic influences, represented by the natural woven fabrics at Xela Guatemalan Imports and the African-style accessories at Joshua Simon, also help to shape the Noe Valley look.

"It's very eclectic," said one Joshua Simon salesperson. "It's more of a feeling than a look."

Rich combinations of textures and patterns in layer-dressing are big in the neighborhood, she continued, as well as mixtures of colors that traditionally are not supposed to go together, such as purple, red, black and forest green.

And tie-dye and batik have made a comeback in Noe Valley. "But it's subtler, not as obnoxious as it was in the sixties," she said.

Dolores Bombback, owner of Rabat, yet another source for women's clothing on 24th Street, points to another factor that influences fashion choices for today's Noe Valley Woman: money. The clientele that has stood by Rabat through the years has stepped into a higher income bracket, and they don't mind laying down a few hundred for an outfit.

"These women come in and spend \$100 on a dress and \$150 on a pair of shoes. I knew them years ago, when they wouldn't even think of doing something like that," Bombback said.

Speaking of shoes, as Mazook mentioned in his September "Rumors" column, suede and King Louis heels are all the rage and will be until next spring. But unless the Noe Valley Woman is going downtown for a job interview, she's content to slip on her "Aerosole" flats or a pair of machine-washable Kung Fu shoes from Chinatown or Mission Street.

As for fabrics, cotton is obviously in



Joshua Simon employees Barbara Jones (left) and Michelle Smith have a leg up on the casual neighborhood fashion trend to which their boutique caters. PHOTO BY PAMELA GERARD.



Stripes, suede, and King Louis heels are the latest in footwear at Rabat Shoes on 24th Street. PHOTO BY PAMELA GERARD

the lead, with silk and wool fast closing the gap. But rayon is catching up as those on the cutting edge of Noe Valley fashion come to realize that this material is not polyester's cousin.

"Women have finally gotten it into their heads that rayon is not a synthetic. It's natural, so they're buying it," said Bombback.

For those neighborhood newcomers who, after all this, still don't recognize the Noe Valley Woman, don't worry. Always politically active, she'll be knocking on your front door this month to round up voters for the election. Take a closer look and see if you can divine just what it is that creates the elusive (yet distinctive) Noe Valley Woman. □

Noe Valley Man Is Just One of the Crowd

By Denise Minor

Is there a Noe Valley Man look?

"I don't think so," says designer Jim Proby, who for eight years has run a showcase store of his creations on 24th Street and for the past three years has distributed nationally.

"Oh, you do see a lot of plaid shirts left over from the hippie era. But now with the yuppies here, people are a little more dressed up."

Dressed up, according to Proby, means broader shoulders and narrower hips on business suits. It also means detailing in the jacket design, such as tucks in back. Pants are a bit baggier.

"We're entering a more conservative era," says Proby. And the fashion tastes of Noe Valley men are pretty much in sync with the times. □



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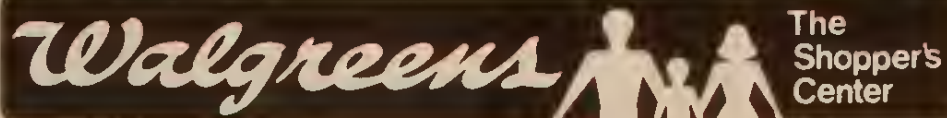
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Pharmacy Manager
Doug Hardman
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WALGREENS OPENS IN NOE VALLEY

Need a prescription on a Sunday? Looking for a special cosmetic you can't find anywhere in the neighborhood? Starting in early November, you'll be able to locate these items—and many more—at your neighborhood Walgreens.

Walgreens drugstore at 1333 Castro (at Jersey St.) offers health and beauty aids, American Greetings cards, foods and beverages, cameras, film and convenient next-day photofinishing.

"We're very pleased to be part of the neighborhood," said manager Steve Fuller, a San Francisco native. "I'd like to invite Noe Valley residents to meet me and see our new store. I'll do my best to make sure you like what you see!"

Walgreens has 23 one-hour parking spaces for neighborhood shoppers. Store hours are 8 a.m. to midnight Monday through Saturday; 9 a.m. to midnight Sunday. Walgreens pharmacy is open from 9 a.m. to 10 p.m. Monday through Friday, 9 a.m. to 7 p.m. Saturday, and 10 a.m. to 6 p.m. Sunday.

The store will offer special savings during its grand opening Wednesday, Nov. 16.

Service Is Our Goal

Noe Valley resident Elsa Puschendorf is the new store's head cosmetician. She and other trained cosmeticians offer free beauty consultations and a selection of more than 5,000 cosmetics, beauty aids and accessories. Walgreens also provides clerk service in the camera department to assist you with your photo and home appliance needs.

Professional Health Care

Walgreens pharmacy is staffed by Steve Margules (formerly at 498 Castro St.) and pharmacy manager Doug Hardman. They offer special services through Walgreens' exclusive Intercom computer. Intercom prints out your prescription purchases for tax or insurance purposes... allows medication refills at any area Walgreens... keeps customer records and helps the pharmacists prepare prescriptions.

"Our store also offers a free medical emergency information service," said pharmacy manager Doug Hardman. "I'd be happy to explain our services or answer your health questions."

We're glad to be a part of your neighborhood!
Coupons below especially for our new neighbors at our new store.

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Election Highlights

Continued from Page 1

lems. Thornley also believes that money from Prop. T could be put toward increasing the number of curbside parking spaces and perhaps building a multi-level garage in Noe Valley.

Jacques Bertrand, co-president of the Friends of Noe Valley, is reluctant to support anything that encourages more cars in our neighborhood shopping areas, but he accepts the propositions as a "short-term solution" to parking problems. The Board of Supervisors (as a body, not every member) and several groups (the Coalition of San Francisco Neighborhoods, San Francisco Tomorrow, and the Greater West Portal Neighborhood Association) oppose the drain on the general fund that Prop. T might entail.

Prop. E: 15-year Extension for the Park and Open Space Fund

The "parks" proposition ensures that the Open Space Acquisition and Park Renovation Program, which has been buying, protecting and restoring city park land since 1975, will continue for another 15 years, from 1990 to 2005. In the past, Open Space funds in Noe Valley have supported maintenance of Douglass Playground, renovation of the Upper Noe Valley Recreation Center, acquisition of open space at Castro and Duncan streets, the Alvarado after-school program, and



Last month Sanchez Street residents joined other Noe Valleons in displaying their voting preferences for president: Bush, Dukakis, and Frankenstein. PHOTO BY TOM WACHS

now a proposed "latch-key" program for the Noe Valley Library.

Proponents of the measure (including Mayor Art Agnos, the Board of Supervisors, and Friends of Noe Valley) want to sustain current park and after-school programs, and insist that Prop. E is essential to the livability of our city.

Grassroots, the organization that authored the official argument against this measure, apparently likes open space but believes that necessary funds could be better raised by doing away with PG&E's control of our power. The group also states that "instead of taxing property, it'd be better to tax things that deserve being taxed," such as leaded gasoline.

Proposition supporters point out, however, that Prop. E does not create new

taxes or increase property taxes. It merely extends the existing tax assessment that created the original open space fund in 1974.

Prop. U: Vacancy Rent Control

Proposition U, which was discussed in a previous issue of the *Voice*, extends the city's rent control ordinance to vacant residential units. (The existing law applies only to occupied units.) Under the new law, annual increases on vacant apartments would be limited to between four and seven percent, depending on the current inflation rate.

The new measure also stipulates that a rent hike can only be made once in any two-year period on any given unit, and cannot be levied on units that do not meet

building, health, and safety laws. New tenants would have to be supplied with a written statement of the allowable rent and be informed about the existence of the San Francisco Rent Board, through which they could request arbitration of disputes and seek damages from landlords who violate the law. Landlords, for their part, would be permitted increases above the set limit if they hadn't raised rents up to the limit in previous years, and if they had made improvements to the property.

Supporters of Prop. U say that the vacancy loophole in the existing rent control law has "actually encouraged wrongful evictions and massive rent hikes" since there's no limit on how high a landlord can raise rents once he (or she) has gotten rid of a tenant. Other proponents point out that vacancy control will make the city more affordable for seniors, women and minorities.

But opponents claim that the measure will actually have a negative impact on the available housing supply by discouraging present and prospective landlords. Twenty-fourth Street realtor Harry Aleo condemns "gouger landlords," but he believes Prop. U will be hard on generous landlords as well. He also notes that the paperwork necessary for landlords to justify a rent increase will become "a pain in the ass."

The Yes on U camp maintains, however, that "speculation fever [in San Francisco] requires a strong dose of preventive medicine." □

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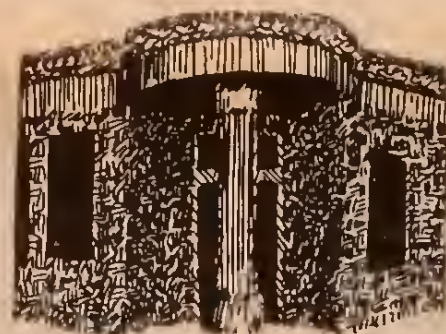
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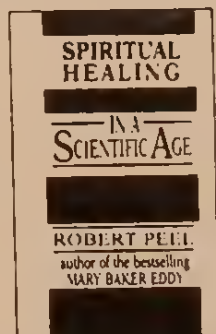


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Have We Got a Thrift Store for You!

By Jeanne Alexander

Father had a business
Strictly secondhand.
Everything from toothpaste
To a baby grand.

Stuff in our apartment
Came from Father's store.
Everything I'm wearing
Someone wore before.

So goes the verse to "Secondhand Rose," the 1921 song that Fanny Brice turned into a classic lament. Today the stuff in many a San Francisco apartment still comes from secondhand stores, now known as thrift shops. And a lot of us wear—with great style and a bargain hunter's glee—clothes that "someone wore before."

For this reason, the *Voice* decided to conduct a tour of five thrift stores within a reasonable proximity of Noe Valley. Our survey proved that in at least two of the shops, a customer could walk in stark naked and, if successful in avoiding arrest, emerge three hours later with a complete wardrobe, furnishings for a three-room apartment, and a typewriter to tell the story.

The Macy's of Thrift Shops

Upon entering the Salvation Army's city-block-long thrift store at Valencia and Army, the shopper faces a sea of furniture and furnishings, including sofas, TVs, stereos, radios, tables, chairs, stoves, refrigerators, paintings, pianos, chord organs, beds, china, appliances, pots, pans—and at least two motorcycle helmets.

The headgear may be charming, but



No newcomer to the thrift business, the Salvation Army's huge showroom on Valencia Street at 26th contains a multitude of soles as well as other clothing, books, furniture and appliances.

PHOTO BY JIM BINDER

the Salvation Army is best known for the quality of its used appliances, which are all pre-tested. (Doubters are welcome to do their own plug-in tests. Once bought, however, merchandise can't be returned.)

It's easy to get sidetracked by the zoo of stuffed animals in open bins at the back of the store's mammoth first room, but those scouting for clothes ("Sorry, no try ons") should stroll down the ramp and into the equally huge room next door. Signs steer the uninitiated toward whatever they're looking for, (the white shirt department is particularly impressive), but as any seasoned shopper knows, the unexpected object can trigger an abrupt halt.

Alluring hats, purses and other knick-knacks are sprinkled throughout the rows, and bookshelves create an L-shaped lining for one corner of the room. Paperbacks, generally priced at 50 cents, are separated from hardcovers, which run \$1 and \$2. There's no arrangement by title or author, except for six copies of John Le Carré's *Little Drummer Girl*, which stand side-by-side among

the paperbacks. Hunt and pick is the rule here as it is everywhere else (except for in the fabulous "library" at the Community Thrift Store—but we're not there yet). A small record collection fills one bin.

The Salvation Army also contains a store within a store, the In Shop—a small boutique located in one corner of the building and showcasing the higher-priced women's clothes, bibelots, and jewelry. It's open only from 11 a.m. to 3:30 p.m.

Proceeds from the Salvation Army's six Bay Area thrift stores go to cover the cost of their service programs, including those for alcohol and drug abuse. This month the organization is mounting a drive for merchandise, and by mid-November, stock will be at a seasonal high. Christmas shoppers take note.

The Salvation Army Thrift Store is located at 1509 Valencia St. Hours are Monday, Wednesday and Friday, 9:30 to 9, and Tuesday, Thursday and Saturday, 9:30 to 6. VISA and MasterCard accepted. 695-8040.

Bargains for Bookworms

"Understaffed, overstocked and underpaid," says the young man behind the cash register at the Community Thrift Store, cheerfully summing up life in this Valencia Street establishment. And overstocked is right—beyond the register, the goods are spread out like a vast bazaar (unlike the more spacious and departmentalized Salvation Army), and negotiating the narrow passages between sections of merchandise requires care. A rainbow flag flutters from a beam in the vaulted ceiling, and rising toward it is a mountain of clothes bags waiting to be opened and sorted.

The primary groupings of merchandise include clothing, furniture, appliances and an area labeled "cosas de casa" (housewares) that contains such bric-a-brac as a sign reading "Bush-Noriega '88—A Crack Team." Appliances are "tested to the best of our ability," says manager Mark Issleib, and customers are allowed 48 hours to return non-working items.

Community Thrift offers a modest supply of records, sorted according to whether they're Rock, Non-Rock, Disco Singles, Rock Vocals, or Various. But it's the books that rate a Grateful Reader Award. They are shelved, arranged, and labeled, library style, in categories and sometimes subcategories (Animals and Pets, for instance).

Happy browsers can wander and pause among New Arrivals, Popular Fiction, Mysteries, Westerns, Poetry, Religion, Travel, Art, Music, Shakespeare, Psychology, Black Studies, Women's Books, Children's Books, War, and even more. Paperbacks start at 50 cents, hardcovers 75 cents. When stooping to peer at the titles on the bottom shelf, customers can even avail themselves of an unexpected dividend—a browser's stool.

Operated by the San Francisco Tavern Guild Foundation, an organization of gay tavern and restaurant owners, the Com-

Continued on Page 9

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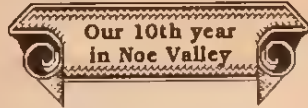
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• More Bargains •

Continued from Page 8

munity Thrift Store accepts merchandise on behalf of some 170 charities. Merchandise donated to the store can be earmarked for any one of them, and when an item sells, the profit is credited to that particular group. The collected funds are turned over quarterly. (Disbursement for the winter quarter was \$25,000, Issleib says.)

Recipients and causes range from the Abalone Alliance to the YWCA Headstart, and among those included are the Diamond Street Youth Shelter, the El Salvador Initiative, Huckleberry House, the National Organization for the Homeless, Open Hand, the Recreation Center for the Handicapped, the Sunset Citizens Advisory Board, and the Yoga Institute.

The Community Thrift Store is located at 625 Valencia St. near 19th. Hours are 10 a.m. to 7 p.m. every day of the year except Christmas and the day of the gay parade. Cash only. 861-4910.

Stretch Waist? You Got It

Thrift Town is the two-level emporium at Mission and 17th streets with the landmark "17 Reasons Why" sign on the roof (a remnant from the former occupant, Redlick's furniture store). Aptly named—it's almost a town in size and diversity—Thrift Town has the most coffee tables, high chairs, and jewelry; the best showcases of collectibles, including silver, pewter, and cut glass; the only large Samson massage belt ("button broken—u-fix-it, \$79.95"), and an awesome amount of everything else.

Clothes dominate the main floor, classified and marked in extraordinary detail. The pants section alone is divided into five categories: Corduroy, Denim, Stretch Waist, Culottes, and Jumpsuits and Overalls. Blazers, Jackets, Skirts, Suits, Dresses, Sun Dresses, Tee Shirts and Tank Tops, Blouses and Sweaters, Housecoats and Robes, Pajamas, and Raincoats—each group is separated and clearly labeled. Looking them over takes some time.

Thrift Town's message to shoppers, posted on a large sign, is: "There is hardly an item in this store that isn't



The spacious Thrift Town on Mission Street sells a wide variety of well-classified used items, to benefit the Association of Retarded Citizens. PHOTO BY JIM BINDER.

priced too high or too low. If it's too low, buy it fast! If it's too high, be patient. Everything in this store will be marked down on a scheduled basis. When it reaches a price level you consider acceptable, buy it! This is the only way merchandise pricing will be adjusted." Translation: no bargaining at the register.

The upstairs balcony abounds in furniture, sewing machines, baby carriages, wheelchairs, luggage, TVs—and a Gerhard upright (\$199.95—"Please Don't Play With the Piano"). Also waiting to be discovered at the top of the stairs are planters (sprouting artificial zinnias), crutches, and electrical appliances (the yellow tag means you fix it; the white tags that it's been tested and works, but there are no guarantees). Items may be tested on the floor, but returning them for credit is problematical: the manager makes the call.

Hardcover and children's books—we're downstairs again—are shelved but not arranged by title or author. Paperbacks on wire racks are easy to look through and are priced at 25, 45 and 95 cents. Three shelves hold the unmarked record collection.

A percentage of Thrift Town's profits goes to the Association for Retarded Citizens (ARC) for its employment and training programs. Last year ARC received

over \$120,000.

Thrift Town is located at 2101 Mission St. Hours are Monday through Friday, 9 to 8; Saturday, 9 to 6; and Sunday, 11 to 6. Cash only. 861-1132.

Go for Bikes and Records

For thrift store roamers who are on a roll, here's another place to try your luck: the Purple Heart Veterans Thrift Shop. Shoppers will find the usual clothes, furniture, and housewares, as well as a bumper crop of bicycles. A testing table offers sockets for plugging in mixers, heaters, turntables, typewriters, and other current-gobbling appliances. Everything sells as is—no returns.

The Purple Heart record section sports the most and best selection of any of the stores visited, but music lovers should prepare themselves to spend some time hunting. Bela Bartok, Pablo Cruise, and the Rex Humbard Family Singers mingle democratically in one bin, and other musical surprises are packed into adjoining compartments.

The store's extensive book collection ranges down a long line of shelves. Hardcover go for 29 cents unless otherwise priced, and paperbacks in wire racks can be had for 15 cents. With a little time, shoppers will be sure to find something they can't leave behind.

Twenty-five percent of the gross sales goes to a fund for veterans' aid.

Purple Heart Veterans Thrift Shop, located at 1855 Mission near 14th Street, is open Monday through Thursday, 9 to 8; Friday, 9 to 9; and Saturday and Sunday, 10 to 6:30. Cash only. 621-2581.

A Dressing Room of Your Own

The St. Vincent De Paul Thrift Shop, at Folsom and Duboce, may be a little off the beaten path, but here abides perhaps the cleanest, best-tended array of merchandise. The main room contains clothes, in excellent condition, that can be tried on in two dressing rooms. There's also a boutique section of collectibles, enlivened with a few rejectibles. Double-sided bookshelves display hardcovers for 25 cents and paperbacks for 10 cents. Records for 25 cents occupy one bin.

But the "As Is" room offers the most for your money, with its welter of merchandise—some of it, like shoes and handbags, deposited in overflowing heaps and piles. Housewares, furniture, appliances—all go for pittance prices. You name it, you'll find it—and probably fix it.

Store profits go to support St. Vincent De Paul's alcohol rehabilitation services, employment counseling centers, and shelters for homeless men and battered women.

St. Vincent De Paul Thrift Shop is located at 1745 Folsom St. Hours are Monday through Saturday, 9:30 to 4:45. VISA, MasterCard accepted. 626-1515. □



Book browsers can find a bounty at the Community Thrift Store on Valencia Street. PHOTO BY JIM BINDER

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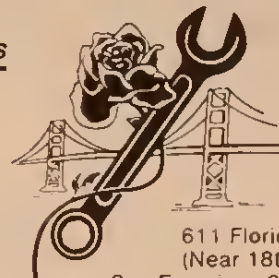
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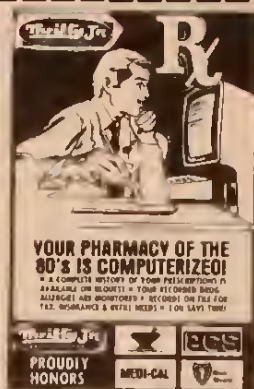
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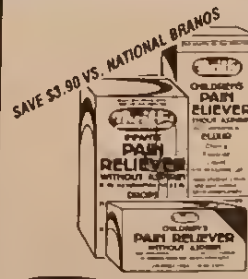
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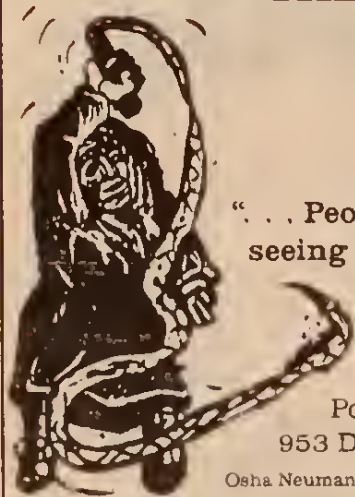
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A Fond Farewell to Dickie Vernon

By Grace D'Anca

Long-time Noe Valley resident Richard "Dickie" Vernon, 42, died June 13, 1988, at San Francisco General Hospital after a long illness.

A 24th Street regular who was rarely seen without his tan corduroy cap decorated with assorted buttons, Vernon was regarded by friends as a gentle man who got along with everybody.

He was born at 26th and Church streets but moved to the Mission District as a child. As a teenager he returned to Noe Valley and attended Mission High School. After high school he worked in the custom paper business and in soap manufacturing.

At a memorial service held June 17 at St. Paul's Church on Valley Street, Vernon's oldest daughter, 24-year-old Jody Smylie, shared memories with family and the many friends who attended.

"Richard was a great dad because he loved kids. I had a paper route when I was 11, and I'd sleep late on the weekends because I knew he'd help me do it," she said.

Known for his prolific cartooning and sense of humor, Vernon frequently captivated children with his drawings and comic voices, and he often caught adults off guard with his deadpan wit.

"Richard was just a funny guy," says his ex-wife of 16 years, Shirley Vernon. "He was always happy. He was in bed dying and making jokes up to the end." Vernon's grown daughters, she says, now cherish the cartoons he made for them as children.



Richard "Dickie" Vernon's button-festooned cap, a well-known sight along 24th Street, was laid to rest when the gentle Noe Valley resident passed away this summer.

Friends old and new regarded Vernon as a generous man. David Hughes, a Cybelle's Pizza Restaurant employee and recent acquaintance of Mr. Vernon, described him as "a mellow guy who was always willing to help out."

Jim Salm, a Noe Valley native who knew Vernon for almost 38 years, remembered their friendship with appreciation.

"In the sixties, before drugs, there were lots of fights in the neighborhood. If you could get to Dickie's house before the people chasing you, you were okay. His house [on Jersey Street] was an informal 'safe house,'" Salm said.

In addition to Shirley Vernon and Jody Smylie, Vernon is survived by his daughters Vicki Vernon, 17, Tami Higuera, 23, and a 15-month-old granddaughter, Veronica Silva.

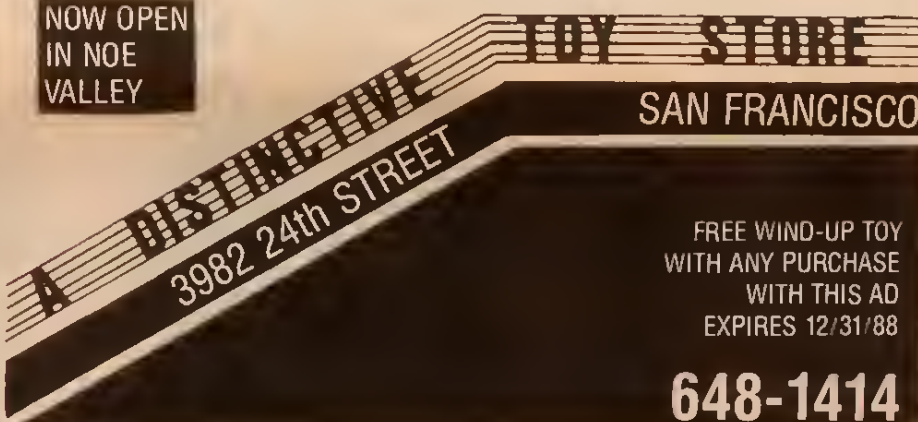
He will be fondly remembered by many friends, both in and out of Noe Valley. □

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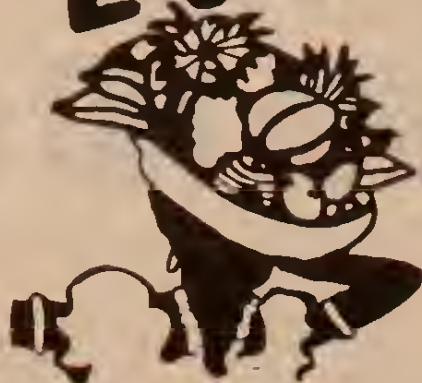
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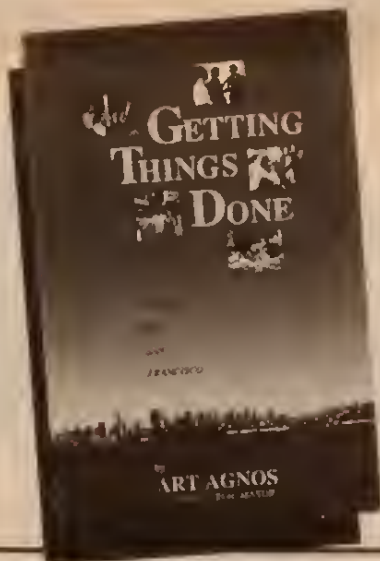
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Supervisor Jim Gonzalez

Keep our fair rent control laws working.
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Just Say "Whoa"

Beware of Phony
Phone Sex Survey

A man claiming to be a sex researcher from the "Hite Report" has been calling women in the San Francisco Bay Area and asking them to perform explicit sexual acts while on the phone as part of a "sex survey." Women who have received the calls report that they have been asked to reveal sexual fantasies, undress, and even masturbate so the "researcher" can "measure" their sexual responses.

"From what we've been hearing, this person has a very slick, professional-sounding come-on," said Dana Cayce,

program coordinator of San Francisco Women Against Rape (SFWAR). "He explains the so-called methodology of the survey, and says it's completely confidential. He may even be using questions from the original Hite Report," the controversial survey on women's sexuality by Shere Hite that was first published in 1976. Hite has disavowed any connection with the man.

The "survey" begins with questions on a woman's sexual history and becomes increasingly intimate and explicit. Women are asked to describe the "ideal body type" of a person to whom they would be sexually attracted and to fantasize out loud about having certain sexual acts performed on them. The man claims to have a machine that can measure their level of sexual response over the telephone.

If a woman refuses to answer any question or perform a specific sexual act, the man hangs up immediately. Other times, he has asked women for the names and phone numbers of friends or roommates who might also agree to participate in the "survey."

Isadora Alman, a local sex educator, is one of the women who received a call from the man. She refused to participate in the fake survey and recently included an item about it in her "Ask Isadora" advice column in the *Bay Guardian*. According to Alman, no reputable sex researcher would conduct a survey of this type over the phone. The man who is doing this, she said, is probably "compulsive."

"Some really nice people do this sort of thing," said Alman. "They feel they can't help themselves and they don't think they're hurting anyone. They need to be confronted with the upset they cause."

"It's a frustrating situation," said Cayce of SFWAR. "This man is very careful. He never calls any woman more than once, so it's impossible to put a trace on the calls. The most we can do is alert women in the community that this is happening and urge them to take steps to protect themselves."

SFWAR operates a 24-hour crisis line for victims of all forms of sexual harassment and assault. All calls are kept strictly confidential. The crisis line number is 647-RAPE. □



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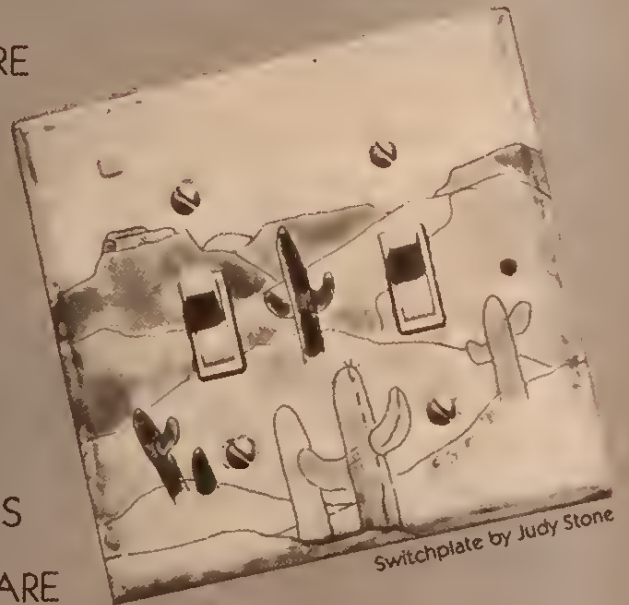
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Taste of Honey Owner Finds Recipe for Success

By Lisa Hoffman

They look like typical wedding cakes on the surface, but inside they are really whole wheat poppy seed or carrot cakes that have been frosted with pineapple-sweetened cream cheese.

But atypical, "natural" goodies are what sets A Taste of Honey, the 24th and Diamond Street bakery-cafe, apart from traditional bakeries. Owner Rochelle "Shelly" Gottlieb caters to people who don't want or can't eat sweets made with white sugar and flour.

Her business philosophy clearly reflects her nutritional philosophy. "I grew up on Twinkies and burgers," she recalls. "But by my early twenties, I began feeling incredibly tired all the time."

Gottlieb's energy returned, however, when she began exercising more and eating less fat, meat and dairy products. Eventually her interest in healthy eating led her to give up a career as a teacher in Los Angeles and, in 1975, to open a restaurant in San Francisco.

"Restaurants were in my blood," she says. "And since I was bored with the vegetarian restaurants that were around, I opened my own."

She named her restaurant, located at Precita and Folsom streets in Bernal

Heights, Taste of Honey.

But working 18-hour days at a location she wasn't thrilled with prompted her to relocate to Noe Valley in 1977. Space for a full-scale restaurant wasn't available, however, so she opted for the bakery-cafe—which has been growing steadily ever since.

"Honey was the thing when I started," says Gottlieb, explaining her bakery's name (which had the "A" added when she moved to Noe Valley). "Now it's barley malt and fruit concentrate."

But whatever the demand, Gottlieb develops her recipes to fill it. Many of her creations are for people on special diets because of allergies or other problems.

"One man with a heart problem called up and asked me to make an oat bran corn muffin," she relates. The muffins are now sold on a daily basis.

Things are going so well, in fact, that three years ago Gottlieb opened a wholesale baking operation south of Market. She now provides baked goods to many health food stores in the Bay Area, Menlo Park and Palo Alto. And she is planning to open another retail store at 1515 Church St.

"I started out thinking it would be a little cafe with me and two people helping



Shelly Gottlieb displays the natural delights of her bakery on 24th Street, A Taste of Honey, while her sweetest thing, daughter Sonia, naps nearby. PHOTO BY BEVERLY THARP

out," says the entrepreneur who now employs over 20 people.

There are days when the responsibility of running a business is overwhelming, and Gottlieb feels like bailing out. "I planned on keeping it as a hobby for three years or so. But so many people have said they appreciate it being here, and I know there's a need for it.

"Sometimes I pretend I'm a customer, and then I actually enjoy being here."

Fortunately, Gottlieb no longer has to work the morning, afternoon and night shift. She manages her business from home now and has given up much of the baking, although she does make muffins on Sundays. Success has even allowed her the time to take on a whole new role—as the single mother of a gurgling 6½-month-old baby girl named Sonia. Gottlieb adopted Sonia from Brazil four months ago.

Married at 22 for seven years but unable to have children, Gottlieb made the decision to adopt a child three years ago. Although the adoption process turned out to be fraught with obstacles (baby kidnapping and selling were prevalent in Brazil at the time), the outcome, says Gottlieb, was well worth the 2½-year wait.

"I feel like I've always been a mother," says the 41-year-old merchant. "I'm enjoying it, even though I haven't had

any sleep!"

"Have Snuggli, Will Travel" has become her motto since Sonia arrived. Sonia accompanies her working mom to the cafe, where a swing set is hidden behind the refrigerator. She is content to charm the customers while Gottlieb does the payroll, decorates wedding cakes and tends to other duties.

"I used to run, swim and bike. Now I just swim and walk with Sonia," says Gottlieb. A neighbor watches Sonia for an hour while Gottlieb swims, but otherwise her daughter is her constant companion. "My employees gave me a tiny bike helmet and seat when we celebrated Sonia," she adds.

Gottlieb says she had no apprehension about combining single motherhood with her work. "I know other single women with children who are doing just fine."

Today, between the sweetness of Sonia and her Noe Valley business, she stays busy and contented. Cooing at her baby, she smiles at the memory of a wedding she once attended where she had baked and decorated the carrot-raisin wedding cake. Guests raved about it. Her favorite comment came from a New Yorker who said, "I thought cream cheese was only for bagels."

Gottlieb likes to surprise and satisfy people. □



There's poppyseed, raisin bran, blueberry bran, oat bran, apple bran, and more bran muffins awaiting customers at A Taste of Honey bakery. PHOTO BY BEVERLY THARP

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1929 Time Capsule Found in Wall

By Larry Beresford

Two years ago Daniel Healy and Gerald LaBuda purchased their home at 4010 25th St. The kitchen, essentially unchanged since it was built in 1929, was their first major remodeling project.

"We started work in May, and had to have the walls ripped back to the studs because of settling and cracks," said Healy. "And one day this thing looking like a rolled-up newspaper just fell out."

Much to their delight, the package hiding in their wall turned out to be a 59-year-old time capsule, filled with paper mementos from the San Francisco of 1929. Although the people who planted this capsule did not identify themselves, they obviously intended to preserve some artifacts from daily life in the Roaring Twenties.

The bundle of items, mostly gathered in March of 1929, was wrapped in a *San Francisco Call* newspaper dated March 22. It included a copy of the *San Francisco Mirror* weekly newspaper, trolley transfer slips for the Market Street Railway and Muni's Church Street line, lists of winning lottery numbers, city theater and movie guides, grocery store sales flyers, and an assortment of bus, train and ferry schedules.

One of the ferry schedules outlined Southern Pacific Railroad's 18-minute ferry service from the San Francisco Ferry Building to the Alameda Pier, with connections from there to train lines covering Alameda, Oakland and Berkeley.

A notice from the National Lottery Company of California, established in 1856, announced a top prize of \$15,000 and a total of \$40,000 for its drawing on Feb. 17, 1929.

"If at first you don't succeed, try again,

LANDMARKS of Noe Valley



In the process of remodeling their kitchen, Dan Healy (left) and Gerry LaBuda discovered a "time capsule" that was buried in the wall almost 60 years ago. PHOTO BY CHARLES KENNARD

the loss is trivial—the winnings great—it may mean success and happiness for YOU," urged the lottery promoters. "Fortune smiles but once—and when it does, you may share in this slight manifestation of joy."

Other flyers revealed that in March of 1929, the Roosevelt movie theater at 24th and York was playing such frivolous fare as *Tillie's Punctured Romance*, *The Tragedy of Youth*, and *The First Kiss* with Fay Wray and Gary Cooper. A movie called *Chicken a la King*, starring Nancy Carroll and Ford Sterling, purported to demonstrate "Why Married Men Leave Home."

Also receiving top billing were Glen Tryon in *How to Handle Women*, Alice Lake in *Obey Your Husband*, and Vera Reynolds in *Golf Widows*—three comedies that indicate that women's independence, or lack thereof, was very much on the minds of Hollywood producers.

An "Official Amusement Guide" for the city identified the vaudeville and live theater offerings that year, including *The Silent House*, a thriller that had played two years at the Curran in London, *The Front Page*, a spoof on yellow journalism opening at the Geary, and *Easy for Zee Zee*, "a French farce with a kick" at the Green Street Theatre. The time capsule also included two ticket stubs, one for the Alcazar Theater and the Henry Duffy

Players' presentation of New York's reigning comedy success, *Skidding*, and one for a matinee vaudeville show at the Orpheum, featuring Ted Lewis and his Musical Klowns.

Other promotional brochures and flyers offered a variety of commercial products and services, such as painless dental extractions and "plates that fit" for only \$12 from Dr. W.W. Homan at 2519 Mission St., the new Sparton Equasone radio at Harry's Radio Shop, 2890 Mission St., and Photomaton, "a newly patented automatic photograph machine" that took eight photos for a quarter.

"I was especially interested in the prices and in what people were buying then," said Healy after making his discovery. For instance, the Reliable Grocery at 3927 24th St. was selling a pound of Alta Red Can coffee for 47 cents and seven bars of Octagon soap for 25 cents. John M. Murk's grocery at 1351 Church St., which offered free delivery, had a sale on Jell-Well, the quick dessert, at two packages for 15 cents. Minced clams were going for a mere 15 cents a can.

The most startling price in these 1929 promotions, however, was advertised by Federated Health and Hospital Association, Inc., located in the Grant Building on Market Street. Offering what appears to be an early health insurance policy "against all accidents, including automobile, and all sickness, common for both sexes," Federated charged \$10 a year for a single man and \$20 a year for "man, wife and children," dental care included.

The big story in the March 1929 newspapers concerned an abortive rebellion in Mexico by insurgent army officers. The lead item in the March 22 *Call* covered a clash between U.S. border guards and Mexican rebels near El Paso, Texas. Local papers also reported on federal troops that were advancing on rebel strongholds in Torreon and Mazatlan to

Continued on Page 17



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LANDMARKS

• Time Capsule •

Continued from Page 16

quell the insurrection.

In addition to the rebellion, the front page of the *Call* highlighted local fires, assaults and arrests, as well as a column called "Market Flashlights," which beamed the latest San Francisco stock quotations in bright red ink.

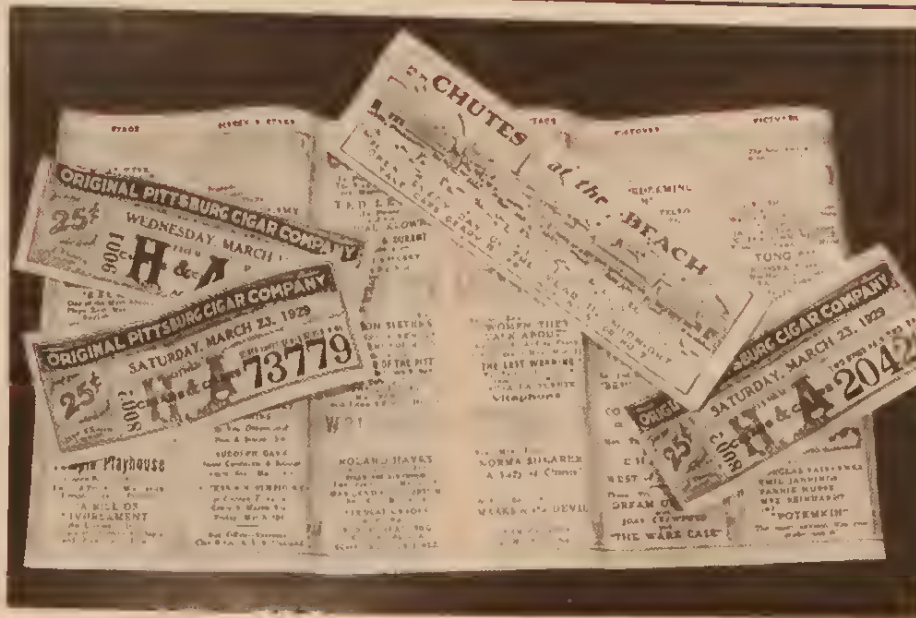
That same week the *San Francisco Examiner* (which was not included in the time capsule but consulted at the library) included stories about gasoline wars, a local visit by Prince Cyril of Bulgaria, who was staying at the Fairmont Hotel and feeling "intimidated," the "petting party" bandit who was arrested trying to rob young lovers in their cars in Buena Vista Park, and three San Francisco men indicted under the new Jones Rum Law designed to terrorize the bootlegging industry.

And on the same day as the *Call* in the capsule, the *Examiner* ran a story headlined "1928 Report Tells of Boom Era" for U.S. capitalism. The writer declared that "a flood of income taxes that dwarfed all advanced estimates, combined with official reports of booming industry, today picture a national prosperity surpassing anything previously known."

Little did the reporter know that, less than seven months later, the Black Friday stock market crash would launch the Great Depression.

Although Noe Valley residents Healy and LaBuda were intrigued by the contents of the capsule, they couldn't help but notice what was left out: the name of the person or persons who assembled and buried it in their kitchen wall. They did discover a few clues, however.

The name of E.E. Lourbeaux, living at 3962 26th St., appears on a sales slip for two drawers charged at A.H. Pettersen's Men's and Boys' Outfitters at 2521 Mission St. And a postcard addressed to Lourbeaux, from the Rincon Parlor Union Hall, announces the death of brother James Welch and a scheduled funeral service at the Jas. H. Reilly & Co. Funeral Parlor at 29th and Dolores.



The contents of a package planted in a Noe Valley kitchen in 1929 reflect an era of pre-Depression frivolity. PHOTO BY CHARLES KENNARD

(The funeral parlor still exists in the same location today.)

Several other items in the capsule suggest that its creator may have had a connection with the post office and the postal workers' union. A February 1929 issue of *The Postal Record*, a monthly journal of the National Association of Letter Carriers, along with several scraps of paper from the post office's dead letter section, were included.

According to city water department records, water hook-up was first pro-

vided at Healy's house, 4010 25th St. (near Sanchez), on Feb. 2, 1929. William Lande is listed as the original owner. Lande, employed as chief clerk with the Southern Pacific Company, is listed in the city directory as a resident at this address as early as 1930.

Emile E. Lourdeaux, whose occupation is listed as "carrier," appears in directories and phonebooks of the 1920s and '30s at the address of 3960 26th St. We can only speculate about his connection with Lande and the house on 25th

Street two blocks away, or why his name and address should appear in a time capsule in someone else's wall. Was he moonlighting from his post office job as a carpenter or contractor? Or was he a friend of Lande or the builder? Who actually assembled the time capsule—Lourdeaux, Lande, or someone else? And what were they thinking when they did it?

Healy and LaBuda may never solve the mystery. But they decided to carry on the tradition. In the few days between finding the 1929 time capsule and re-sealing the kitchen wall, they put together a 1988 model and planted it in the wall for future archaeologists.

The 1988 time capsule is stuffed with flyers that were handed out on 24th Street in May of 1988 (such as the one from the Communist Party decrying the harassment of illegal Mexican immigrants), computer magazines related to Healy's job as a computer consultant for the San Francisco Fire Department, a weekend news summary from the *New York Times*, all of the colored ad supplements from the *Sunday San Francisco Examiner/Chronicle*, a *Bay Guardian*, and a *Noe Valley Voice*.

Healy and LaBuda did one thing differently, however: they clearly identified themselves on the time capsule's mailing tube. They even gave the name and license number of their renovation contractor, Herman Von Ratz, just "in case it's found by an inspector." □



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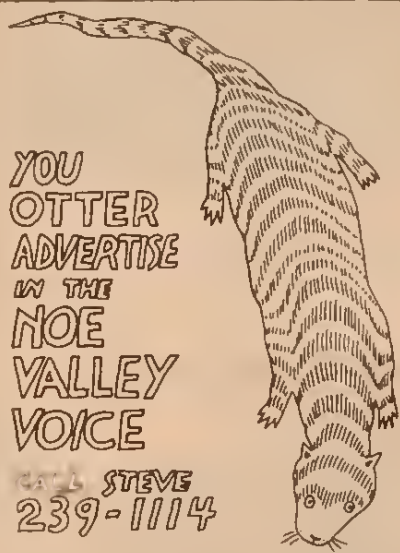


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Below is a list of homes and residential income properties that I have personally sold (some as listing agent and others as cooperating selling agent) and a list of properties in Noe Valley in which I have an interest. If you're impressed with this list, just think what this type of experience means to a potential buyer of your property.



ADDRESS	UNITS	ADDRESS	UNITS	ADDRESS	UNITS
1297 Sanchez St.	2	336 Duncan St.	3	2405 24th St.	3
550 Guerrero St.	6 Vic	66 Danton St.	Home	149 Berkeley	Home
269-269 1/2 27th St.	2	266-266A Valley St.	2	1314 Noe St.	Condo
3902 26th St.	4	516 Hill St.	Home	240-D Liberty St.	Condo
247-49 Jersey St.	2	3828 22nd St.	3	3257 16th St.	8
1129-31 Church St.	3	4217 22nd St.	Home	462 30th St.	Home
500 Liberty St.	3	3951 26th St.	Home	610 Elizabeth St.	2
717 Castro St.	3	822 Duncan St.	Home	1227 Masonic	14
29-39 27th St.	6	539-41 Noe St.	2	1050 Dolores St.	5
3822 19th St.	12	3828 21st St.	Home	3223 Folsom St.	6
3773 22nd St.	Home	3016 25th St.	Home	1818 Church St.	Home
319 Hill St.	Home	216 San Jose Ave.	4	175 Clipper St.	Grand Vic
4089 25th St.	4	132 Faith	Home	121 Brompton St.	Home
501 Douglass St.	7	1609 Dolores St.	Home	67 Lamartine	Home
1010 Dolores St.	Grand Vic	45 Mirabel	Home	342 27th St.	2
3715 Market St.	Home	1083 Dolores St.	Grand Vic	1424 Sanchez St.	Home
1301-05 Sanchez St.	3	18 Chattanooga St.	Grand Vic	116 Delmar	Grand Vic
1048-52 Sanchez St.	5	3780 23rd St.	Grand Vic	1048 Potrero Ave.	4
3725-27-27A 25th St.	3	62-64 Belcher St.	2	1272 So. Van Ness	(planning stages for 15-unit Condo)
394 Fair Oaks St.	3	63 Farnum St.	Home	458 Alvarado	Home
4096 26th St.	Home	4131 24th St.	4	1027 Dolores	3
881 San Jose Ave.	4	2401 24th St.	5		

* Properties owned by Chris Ferrigno in whole or in part.



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A Publisher Who Makes Art Books with a New Twist

By Jeanne Alexander

Rondo, an 8-foot-by-9-inch "accordion-fold" art book by Miriam Schapiro, is stretching out into the gleaming, four-color world of art book publishing this month, and Stephen Vincent, the director of the local company that published the book, allows himself a moment to jubilate.

"It's a real luxury to do this kind of book, and I think it's a marketable luxury," says the 47-year-old Vincent.

A 10-year resident and player of "renter's roulette" in Noe Valley ("as an artist and writer, I was never able to afford a house"), Vincent took on the job as director of Bedford Arts, a new art book publishing house, last June. Before that, he'd spent 14 productive years as the editor and publisher of Momo's Press, which published fiction and poetry by new and upcoming writers.

The philosophy at Bedford Arts, he says, is quite simple: "We are committed to making beautiful books, distinguished in both design and content."

Rondo is the second in Bedford Arts' three-volume series of books featuring work by well-known contemporary artists. And, in a break from traditional high-gloss, high-priced art book publishing, the company has designed its books to sell at the reasonable trade edition price of \$29.95 each.

The first of the trio, *A Journey to the Far Canine Range and the Unexplored Territory Beyond Terrier Pass* by Roy De Forest, which was published in October, has sold over 3,000 copies and is featured in *Art in America* as a holiday gift selection. The last in the series, *The David Park Scroll* by painter David Park, is due out later this month.

By the end of December, 10 books will grace the Bedford Arts title list, including *Unsuspected Genius: The Art and Life of Frank Duveneck* by Robert Neuhaus, a work that has been chosen by the New York Metropolitan Museum as one of its Notable Art Books of the Year.

The innovative accordion-fold series and the "binding breakthrough" that made it possible came about because Vincent wanted his books to contain original work, in an original format.

"I was familiar with the beautiful but traditional monograph-style art book," he explains, "but the message implicit in the design was always that the real painting existed somewhere else. I thought it would be great to work in a form for which artists painted original work—not the same situation you have when an artist says, 'I have 20 paintings, and I want

you to put them in a book.'"

Vincent decided that the accordion technique would best suit his vision. "The accordion-fold fascinated me," he says. "It could be read like a book in your lap, going from panel to panel, or it could be stood up and stretched out like a screen. It could tell a sequential, visual story, and it could become a standing mural."

The challenge, he says, was to produce a book sturdy enough to stand on a bookshelf and support a series of unfolding panels—with a price tag that even struggling artists could afford.

Bedford Arts approached Dai Nippon Printing Company in Tokyo (Japan has the longest history and most experience in accordion-fold publishing). After much experimentation, the chief binding consultant at Nippon's Book Idea Center solved the problem with an ingenious rotating strip ("flange") that runs down the inside of the book's spine.

Even readers whose knowledge of flanges may be somewhat skimpy will quickly perceive the genius of the design when they open *Rondo's* brilliant purple cover and peer down its mid-section. It was an industry first, unique even in Japan.

"To our delight, we now have a book that is a genuine chameleon," says Vincent. "It can be read like a series of Japanese screens, or viewed from different perspectives, like a sculpture, by manipulating the panels into different configurations—a spiral, a star, etc."

The flexibility of *Rondo's* format matches that of its art. The book's 24 double-sided panels are a brilliantly-hued collage of dancers momentarily frozen in movement that suggests jazz musicals of the '20s.

In her notes on the work, Schapiro, an abstract expressionist and co-founder of the Feminist Art Program at the California Institute of Arts, writes, "I created a series of dancers who move in a *nospace*, on a *nostage* against a painted background or backdrop. When the accordion-pleated book is open to its full extent, all the dancers move out on the first 12 panels.

"Forms which are both abstract and realistic are mixed together, as they are when we dream."

Combining the abstract with the realistic has been Vincent's real-life dream, all along. As a single parent of Lucas, 11, and Pearl, 8, he has managed not only to publish several of his own "mostly small press" poetry books, but also to teach at Rooftop Elementary School's Creative Arts and Computer Program and to design creative writing software for second- and



Bedford Arts publishing director Stephen Vincent likes to show off his firm's innovative "accordion-fold" books, featuring celebrated artists. PHOTO BY CHARLES KENNARD

third-graders.

Educated at the University of California, the Sorbonne, and at San Francisco State's creative writing department, Vincent has taught English and creative writing, was poetry reviewer and contributing editor at the *San Francisco Review of Books*, and has been a writer-in-residence for the San Francisco Art Commission's Neighborhood Arts Program.

He learned about making books, he says, from "a rich Bay Area tradition of

typography and book design" and from working with such designers as Jon Goodchild, Holbrook Teter and Jack Stauffacher.

Vincent continues to pursue his own writing, but admits that "I haven't had a lot of time in the last two years. This [Bedford Arts] has been rather obsessive."

But looking around the room at the art books that absorb his day-to-day life, he adds softly, "I see this as a kind of poetry." □

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FINE CHOCOLATES AND EXTRAORDINARY DESSERTS

By Jane Underwood

Noe Valley is a regular melting pot of neighborhood groups, ranging from loosely organized "block clubs" to organizations officially recognized by the Coalition of San Francisco Neighborhoods.

Jacques Bertrand, current co-president of the Friends of Noe Valley, would like to see representatives from each of these groups come together to form a "Noe Valley Council." The council would be able to act as a unified voice for Noe Valley down at City Hall, says Bertrand. If you'd like to toss the idea around, give Bertrand a call at Mission 7-8985.

Slaying the Dragons

In the meantime, Noe Valley's unofficial design review committee was out in force last month to protest the architectural plans for a two-story-plus building at 25th and Fountain streets.

"They [the developers] claim that a couple of curlicues makes the building a Victorian," says Friends' activist Claire Pilcher. But she and other local residents who showed up at the Board of Permit Appeals Oct. 19 think the proposed structure, which towers 19 feet above the adjoining neighbor's house, looks suspiciously like a "Richmond Special."

After a "very stormy" hearing, said Pilcher, the neighbors were granted a continuance until Nov. 9 to organize their plan of attack.

But one development dragon "has just been slain," announces Duncan-Newburg Association member Janet Kennedy. On Sept. 19 the Planning Commission killed a plan to build a six-unit condo on the grassy slope between Duncan and Newburg streets.

Kennedy, who spearheaded nearby residents' efforts to halt the development, says they defended themselves by saturating "the whole neighborhood" with notices and a re-zoning petition. "We had 80 to 90 percent positive community support," said Kennedy, who pitted her MAC against the "monstrosity," which threatened to eat up light, views, privacy and parking.

Down to the Nitty-Gritty

Not long ago, members of the Glen

• MORE Groups to Join •

Park Association (GPA) met to hear Cedar Kehoe and Kelly Ryan of the Sanitary Landfill Company give a talk on dealing with such seemingly innocuous stuff as nail polish (a hot Noe Valley commodity, judging from the number of nail salons). It's okay, the experts said, to toss old, dried nail polish in the garbage, but not okay to dump liquid nail polish, which is highly flammable.

Kehoe and Ryan advised residents to call the Household Hazardous Waste Collection Facility (HHWCF) at 554-4333 the next time some overflowing garage or basement cries out to be cleaned. HHWCF puts out a pamphlet called "Garbage Cans and Can'ts," which will be on hand at future GPA meetings.

On Planting and Painting

The Upper Noe Neighbors are bursting with ideas on how to beautify Billy Goat Hill and Buena Vista School, both located near the intersection of 30th and Laidley streets. The Neighbors are working closely with the San Francisco Recreation and Park Department to develop a landscaping plan for the hill that would include planting shrubs to prevent erosion and litter, and building a walkway on the Laidley and 30th side of the steep incline.

Janice Gendreau, an Upper Noe member with a green thumb, says she'd like to see the top of the hill planted with native plants, including drought-tolerant shrubs and ground cover. "A lot of people are saving plants so they can just plug them right in" when Rec and Park gives the go-ahead.

As for sprucing up Buena Vista School, the Neighbors have already spoken to Principal Linda Lueveno and the PTA about sponsoring an Upper Noe garage sale and fair early next year. Proceeds from the event would go toward several planting projects on and around the school grounds, including some cascading ivy on the cement walls surrounding the playground (to discourage graffiti-

vandals). If all goes well, Upper Noe Neighbors may even help Buena Vista parents paint the school building, or at least paint in the words "Buena Vista Elementary School."

All That Glitters

"You know how it is to win something," says Harry Aleo, co-vice president of the Noe Valley Merchants and Professionals Association. "It makes you feel like you accomplished something."

Aleo knows whereof he speaks, because he's been a part of the group's annual Thanksgiving raffle for 30 years. And at 20 turkeys a year, that's a good 600 turkeys he's unloaded on lucky ticket-holders. This year's drawing for the birds—12-pounders from Bell Market—will take place about a week before



Thanksgiving, Aleo says. Till then, the free raffle tickets will be available in many 24th Street stores (look for posters in participating merchants' windows).

The merchants are also the ones who see to it that 24th Street from Church to Diamond glitters at Christmas time with tiny white lights on trees and in store windows. They deck the PG&E poles with boughs of holly and orchestrate sidewalk caroling or other music for holiday shoppers. At this writing, however, the association is still combing its membership list to find a volunteer to head up the decorations committee. Old-time merchants, it seems, are begging off due to "burnout," while "greenhorn" merchants are a bit shy about learning the ropes of street-trimming.

We're sure, however, that at the last possible minute, some jolly soul will be overtaken by good cheer and 24th Street will sparkle through yet another Christmas season. □

THE WHO, WHAT & WHERE OF NEIGHBORHOOD GROUPS

Friends of Noe Valley

Contact: Mary Ann Malinak-Magnus
Answering machine number: 285-3532
Mailing Address: 1178 Dolores St.,
San Francisco, CA 94110.
Meetings: Second Thursday of month, Noe Valley Library, 451 Jersey St., 7:30 p.m.

East & West of Castro Street Improvement Club

Contact: Paul Kantus, 647-3753.
Mailing Address: Secretary Fred Methner,
327 Jersey St., San Francisco, CA 94114.
Meetings: First Wednesday of month, Room 108, James Lick School, 1220 Noe St., 8 p.m.

The Noe Valley Merchants and Professionals Association

Contact: Vi Gianaras, 824-8000 or 824-4447.
Mailing Address: P.O. Box 146003,
San Francisco, CA 94114.
Meetings: Last Wednesday of month, Bank of America, 24th and Castro, 9 a.m.

Upper Noe Neighbors

Contact: Janice Gendreau, 641-5989.
Mailing Address: 403 28th St.,
San Francisco, CA 94131.
Meetings: Every other month, Upper Noe Recreation Center, Day and Sanchez streets, 7:30 p.m. Call for specifics.

Duncan-Newburg Neighborhood Association

Contact: Evelyn Martin, 826-6734, or Janet Kennedy, 647-1844.
Mailing Address: 41 Newburg St.,
San Francisco, CA 94131.
Meetings: Irregular.

Fairmount Neighborhood Association

Contact: Al Ujcic, 648-3545, or Susan Nutter, 285-8484.
Mailing Address: 235 Randall St.,
San Francisco, CA 94131.
Meetings: Held periodically at Upper Noe Recreation Center, Day and Sanchez, 7 p.m.

Glen Park Association

Mailing Address: Glen Park Association,
P.O. Box 31292, San Francisco, CA 94131.
Meetings: Second Tuesday of month, Glen Park Recreation Center, Elk and Chenery, 7:30 p.m.

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By Mazook

SURVIVAL OF THE FITTEST: The competition for your Downtown Noe Valley dollar is heating up about as rapidly as the neon lights suspended from the ceiling of the neighborhood's new Walgreens (1333 Castro). We are talking candle power second only to Bell Market's thousand points of light, but only slightly ahead of Thrifty Jr.'s diffusive light extravaganza.

The glare may be too much for little Castro Pharmacy, even though it's stood at the corner of 24th and Castro for 14 years. (Old-timers will remember when it was Harry Furlong's Castro Drug and Dr. Michael McFadden had his offices upstairs.) Castro Pharmacy co-owner Geoffrey Lee says, "The lease is running out soon, and we're not decided on what to do, but the space is available if someone is interested in taking over."

Any day now, the track lighting will be switched on in a new shop going in where Carson and York used to bake cookies (1328 Castro). Vincent Barron bought the house, lives upstairs, and will fill the living room, dining room and kitchen with cards, gifts, and other Little Things (that) Mean a Lot (the store's name).

Rumor is that all the lights in Mike's Antique Lighting, at Church and Clipper, will be turned off soon. Mike has lost his lease.

☎ ☎ ☎

READ AND WEEP (OR REAP): The very popular 24th Street seafood restaurant La Roca is for sale. Simon's Spanish Shop, our one burrito outlet, is for sale. And the Sweet Cakes bakery is also for sale, although owner Frank Tarantino would neither confirm nor deny.

Soon to be for sale: The Philosophers Stone—not just the bookstore but the entire building on 24th near Vicksburg.

The "popular 24th Street restaurant/bar recently remodeled" that was advertised for sale in last month's *Chronicle* was not, as suspected, another Noe Val-leon medallion, but rather Guadalajara De Noche on 24th and Alabama.

and now
for
the

RUMORS

behind
the
news

Little Italy, a DNV blockbuster, has already been sold—to a lawyer and chef from New Jersey. (I hope they like garlic.)

If you too are wondering what is going on across the street at Little Italy Too, which has been closed for almost too years, don't worry, be happy. After a 10-month permit process, the new lessees, Noc Valleon Bill Russell-Shapiro and his Firehouse Barbeque folks, finally got the go-ahead to repair the front deck and install a rollable awning, provided they sprinkler, handicap-access and quake-proof the premises (no small feat).

Their new restaurant, to be called the 24th Street Rotisserie, was originally scheduled for a spring 1988 opening. (Last January Bill and his partners even flew their chef, Lea Bergen, in from Italy.) Now he predicts they'll start serving Mediterranean cuisine "sometime in January." Is that 1989, Bill?

☎ ☎ ☎

NEW ON 24TH STREET is the first full-fledged toy store since East of the Sun in the '70s. A couple of months ago, Bill Dietch, his mother Edwina, and their partner Robert Montaldo opened their second Play With It, Ltd. where Noe Valley Sports used to be, on 24th Street just east of Noe. (The group's first store has been a fixture on Haight Street for 10 years.) According to Bill, the Noe Valley shop sports over 5,000 items, ranging from 15-cent balloons to a \$250 wooden train set from Sweden.

Noe Valley Video, at 3925 24th St., has an eye-catching new sideline—"antiques." The shop's window display of used toys, picture frames, Chinese baskets, and other what-nots (including a fur coat) has arrested many a passerby, who can't get over the odd mix of videos and "variables."

New to the Noe Valley Mall is a "tribal" art store opened by Jewel Hawes. Jewel is on a tribal buying trip in Africa. Store manager Abbi Bischof says, "This is Jewel's first try at retail, having previously only worked for private clients in the east."

Alissa Wignal has opened her second store in the mall—Noe Valley Yarn. Her first is the lingerie shop called Underneath It All. Alissa lives in an apartment above the mall and relies on gravity for the short-morning commute. Alissa is now starting knitting classes.

☎ ☎ ☎

NOE VALLEY MALL graduate Peek-A-Bootique recently moved to Castro near 24th Street, only to find itself behind a Muni bus shelter supplied by Gannett advertising. But the kids resale shop is apparently going to get relief.

According to boutique owner Alice Buckner, Gannett manager Lou Lillian read last month's page one story in the *Voice* about Peek-A-Bootique's predicament and decided to move the shelter up Castro in front of the laundromat "to be neighborly." Buckner says, "They even offered to give me a free ad on the shelter billboard twice a year."

Noe Valley Postmaster Dan Dong wants everybody to know that almost all of his 752 post office boxes are now occupied, so if you want a piece of the 94114 zip, you'd better see Dan soon.

Moving in and out of 94114 has been a problem for McAteer High, which has been occupying James Lick School during asbestos removal at its Portola Drive campus. According to McAteer Principal Ted Moore, the plan is that his 1,800 students will be out of "Little Mac" (Lick) and back up at "Big Mac" by the end of this semester, Jan. 30, 1989.

"If it's not finished," says Moore, "we will have portable classrooms set up on the grounds, and we will make it work." For the 18 months and 18 million bucks that the asbestos cleanup cost, they could have built a new school.

☎ ☎ ☎

CELEBRATING 15 YEARS in Noe Valley is Antiquus Bibliopole, the bookstore located in the Victorian house with the lace curtains at 4147 24th St.



Antiquus Bibliopole celebrates a 15-year history of selling scarce and scholarly books. ILLUSTRATION BY FLORENCE HOLUB

Antiquus is Latin for "lover of old things" and bibliopole is Greek for "seller of rare books." Chief bibliophile Pauline Grosch (with her husband) owns the house and has between eight and ten thousand titles squeezed into the first parlor, second parlor, dining room and front hall of the house. She specializes in "20th-century literature, books about books, and American expatriates living in Paris in the 1920s."

Pauline says the shop's lasted 15 years "because I'm able to keep my overhead down. We own the building, so I pay no rent, and my prices are very low.... People come here from all over the Bay Area, you know." She could give some of the newer businesses in Downtown Noe Valley a lesson in how to pass the Darwinian survival test.

That's all, you all. Don't forget Election Day, Nov. 8. Vote early and vote often, and advise your friends in other time zones to do the same. □

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Shopping at Hartje's

A Reminiscence by Florence Holub

An old photograph in the May 1988 issue of the *Voice* shows Hartje's Grocery Store, on the corner of Chattanooga and 22nd streets, as it once was, and this picture brought back an unforgettable day in my childhood.

On that day in 1926 some lady friends of my mother unexpectedly came to call. My mother invited them into the parlor and began to prepare coffee for her guests. Feeling there should be baked goods to offer with the coffee, she instructed me, a preschooler, to go on my first shopping assignment.

I was told to look up and down before I crossed both of the streets on the way to Hartje's, a half a block away from home. I was to hold the money tightly in my hand so I wouldn't lose it. I was to ask for four cinnamon rolls, and, as a reward, I could buy candy for my little brother and myself with the change. The last part was easy but the rest was more difficult. I followed the directions conscientiously and at the same time repeated over and over to myself, "Four rolls, four rolls, four rolls," so I wouldn't forget my mission.

It was with great relief that I entered the store and passed the money and the responsibility to the storekeeper with these words, "My mother wants four rolls."

Mr. Hartje was an amiable, hard-working grocer whose store was filled with a wide variety of household goods. Brooms, mops, buckets, washboards, brown laundry soap, sacks of potatoes, beans, lentils, cans of food, and packages lined the walls up to the ceiling. He had a special pole with two claws to grab the items too high to reach.

The counter was filled with goodies: a glass case of bakery goods, a huge jar of oatmeal cookies, large lengths of lunch meat waiting to be cut, and links of sausages hanging from a hook above. Below the counter behind glass were open boxes of candy that I was appraising when Mr. Hartje asked, "What kind of rolls?"

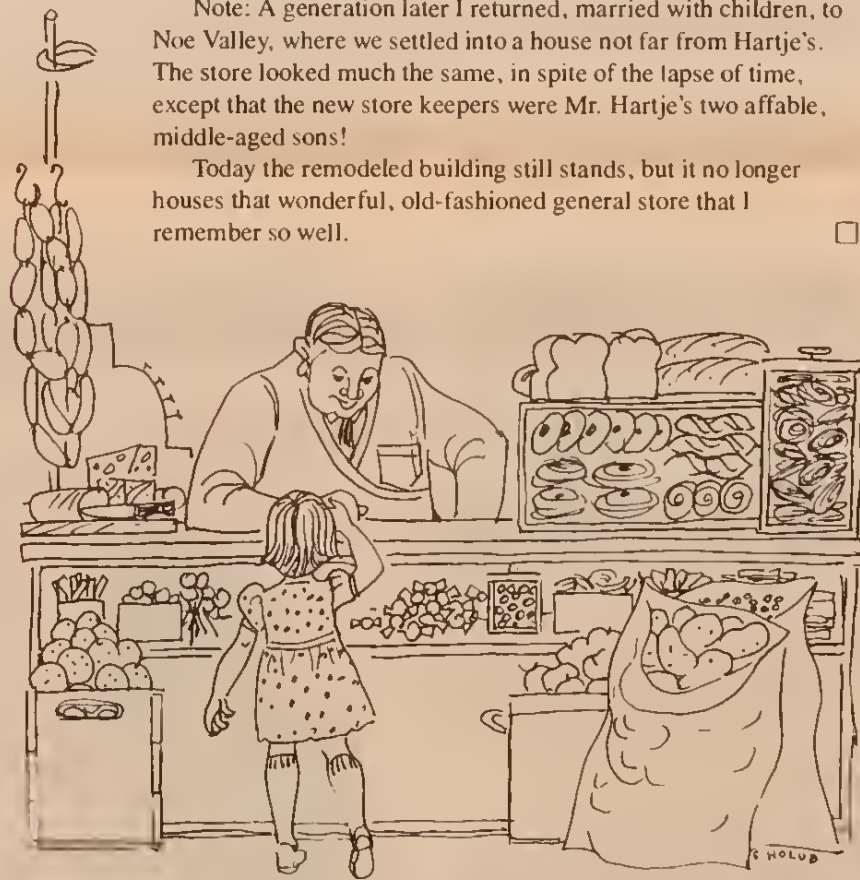
Stunned, I thought for a long time, but I simply could not remember what kind, so he made a guess based on long experience and put it in a bag while I chose the candy for my brother and myself.

Back home, when my mother opened the bag expecting to find rolls to serve with coffee, she found instead four rolls of toilet tissue, which brought squeals of good-natured laughter from both her and her friends. Happily, I was not in disgrace.

As the ladies sipped their coffee without rolls, my brother and I sat on the front steps savoring the sweet, buttery flavor of the hard candy. We saved the "butterball" wrappers to later play a game we had made up called "Chasing Butterflies"—but that is another story.

Note: A generation later I returned, married with children, to Noe Valley, where we settled into a house not far from Hartje's. The store looked much the same, in spite of the lapse of time, except that the new store keepers were Mr. Hartje's two affable, middle-aged sons!

Today the remodeled building still stands, but it no longer houses that wonderful, old-fashioned general store that I remember so well.



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Noe Opera Does Weill

The Noe Valley Heavy Opera Company is not exactly any of the things its name implies. None of the nine members of the performance group is a Noe Valley resident, although the idea for the group originated over dinners at Tien Fu on 24th Street about a year ago.

What they perform is not opera, but rather the cabaret musicals put together by composer Kurt Weill and playwright/lyricist Bertolt Brecht in Germany between the two world wars. And maybe the underlying social message of this repertoire is a little heavy, but the effect is both entertaining and uplifting.

After crowd-pleasing performances at Community Music Center and the Hotel Utah, the Noe Valley Heavy Opera Company is finally coming "home" to the Noe Valley Ministry Nov. 11 for an evening of Weill and Brecht starting at 8:15 p.m. The ensemble will present all the songs and a condensed version of the script of *Threepenny Opera*, and selections from *Mahagonny* and *Happy End*, in the upstairs sanctuary of the church, located at 1021 Sanchez St. For more information on the group or the performance, call 467-2610.

Aerobics Against AIDS

The 25th Street Workout's Twist and Shout Aerobathon on Nov. 6 is a unique chance to exercise your muscles while mobilizing against AIDS. Proceeds collected during the all-day event—each class costs \$10—will be donated to the Asian, Latin, and Bayview-Hunters Point AIDS Projects. The AIDS Projects will use the money to produce brochures in English and other languages, and educate minority youth about the facts and fallacies of the disease.

Twist and Shout classes will start at 8 a.m. at the Workout's studio at 25th and Castro streets, and will include sessions of low- and high-impact and advanced aerobics, and muscle work with weights. Space is limited, so aerobicizers should phone 647-1224 to check out the schedule and sign up for a spot.

Winners at St. Paul's

St. Paul's High School at Church and 29th wants to publicly congratulate several students who have already earned distinction since the start of this school year.

Seniors Carolina Calderon, Maria Espinosa and Annabelle Lindo recently passed the College Board's Advanced Placement Examination in Spanish, and recent graduates Guin and Heather Borstel passed the exam in English.



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SHORT TAKES



The Noe Valley Heavy Opera Company will don cabaret costuming for their presentation of Brecht/Weill musicals at the Noe Valley Ministry Nov. 11.

These students have thereby earned one year of college credit in those subjects.

Also, on Sept. 23, St. Paul's chapter of the National Honor Society inducted new members Maria Espinosa, Chimene Gonzalez, Vicki Vernon and Latonya White. They join existing members Sheila Arkoncel and Carolina Calderon.

Centennial Celebration

The Noe Valley Ministry is pulling out all the stops in a weekend celebration honoring the 100-year anniversary of its Gothic/Victorian church building at 1021 Sanchez St. (The church was built in 1888.)

On Friday and Saturday nights, Nov. 4 and 5, over a dozen local singers and songwriters will line up to present their "New Songs for an Old Ministry" in two benefit concerts at the church. Merle "Ian Shoales" Kessler, of Duck's Breath Mystery Theatre, will host the show, and music director J. Raoul Brody will coordinate an eclectic array of performers, including O-Lan Jones and Laurie Amat of his group the S.T.U.P.E.D.S., members

of Pulp Playhouse, and the Experimental Love Orchestra.

On All Saints Day, Sunday, Nov. 6, the Ministry (a member of the Presbyterian Church, USA) will celebrate "100 Years of Saints and Souls" with a 10 a.m. service, followed by a potluck dinner and entertainment and dancing from 2 to 4 p.m.

Throughout the month of November, the Ministry's Gallery Sanchez will exhibit "A Noe Valley Family Album," a collection of photographs featuring Noe Valley people and places over the past 100 years. Anyone who has photos they would like to share should contact Phoebe McAfee at 282-3448, or bring them by the church office (282-2317). Photos should be clearly labeled for easy return.

Homework for Parents

Beginning Nov. 1, parents of children who are new to the San Francisco Unified School District can pre-register their children in the public schools or submit Optional Enrollment Requests (OERs)

for the 1989-90 school year.

Parents may pre-register at their school of assignment (based on their home address) from Nov. 1, 1988, to May 10, 1989. But if they prefer a school different from the assigned school, they should fill out an OER form and submit it in person at either the first-choice school or the Student Assignment Office, located at 170 Fell St., between Nov. 1, 1988, and Jan. 6, 1989. (The application period for ninth-grade admission to Lowell High School is Nov. 1 to Dec. 2, 1988.) Call 565-9705 for further information.

After entering the registration sweepstakes, parents may want to attend a Parent Information Conference at Horace Mann Middle School, 335 23rd St., to learn how to better help their kids in school. The conference, on Nov. 5 from 8:30 a.m. to noon, will focus on ways that parents can foster a more effective home/school relationship. On-site parking and childcare for kids 3 to 11 will be provided. Call 565-9391 for details.

It's Flu Shot Season

Seniors and other susceptible citizens can combat the approaching flu season with a simple shot in the arm. This month the San Francisco Department of Public Health is conducting a flu prevention campaign for anyone over 55—as well as younger people with chronic heart or lung conditions, health workers, and HIV-infected individuals.

The closest center to Noe Valley, District Health Center No. 1 at 3850 17th St., will hold flu shot clinics from 8:30 to 11 a.m. on Nov. 8, 10, 15 and 17. The vaccination, which costs \$1, will protect against Taiwan, Sichuan and Victoria-related viral strains. Some people should not be immunized, however, so if you're thinking about getting a shot, call 558-3905.

Thanksgiving Feast

The 30 families who are members of the Noe Valley Cooperative Nursery School will be saying "thanks" to the Noe Valley community-at-large when they host their 18th annual Thanksgiving feast, which is open to the neighborhood, on Wednesday, Nov. 23, at the Noe Valley Ministry.

The 10-turkey dinner is donated and cooked entirely by the school and includes bread and pumpkin pies baked by the kids.

Approximately 200 people attend the free feast every year. So if you're looking for a warm, family-style way to celebrate Thanksgiving, join the co-op from noon to 2 p.m. at the church, 1021 Sanchez St.



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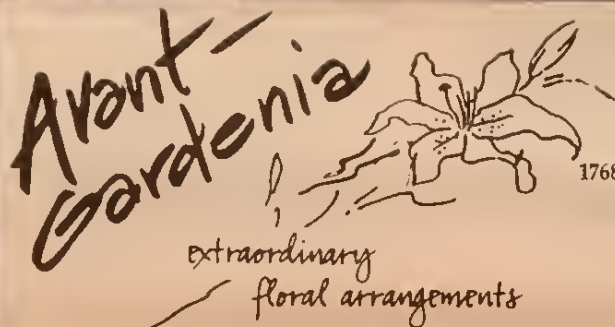
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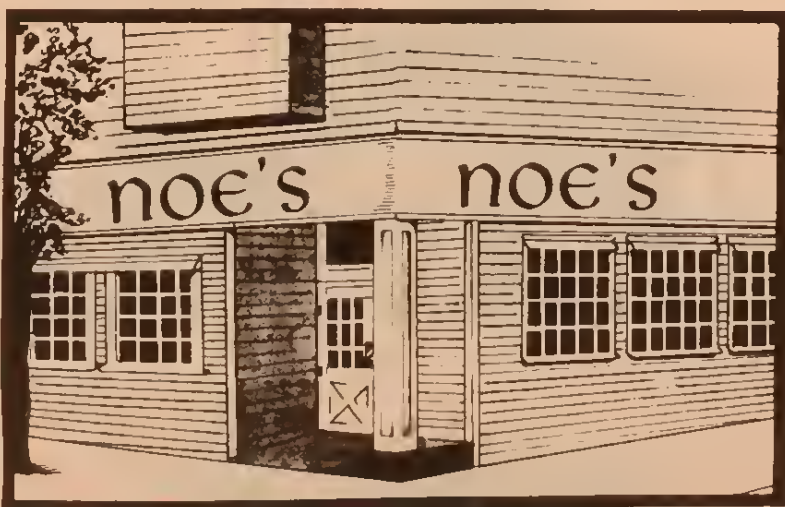
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MORE MOUTHS • to feed •

By Jane Underwood

On March 31, 1988, at 11:20 a.m., Alana Hope Levinson was born. She weighed 6 pounds and was, according to her mom, definitely a planned baby.

"We tried for a couple of months," says Susan Levinson, "and boom. It was the perfect textbook case—easy pregnancy, easy delivery. If I'd known it was going to be this good, I would have started earlier!" Susan is 37.

At 42, Alana's father, Michael Levinson, couldn't agree more. "I love every inch of her, but those eyes just melt you. She's constantly smiling and laughing."

Even Maxie the dog shares their sentiments. "When I walked into the bedroom just after we had brought the baby home," Susan recalls, "Maxie was stand-



Parents Michael and Susan Levinson got consent from their collie, Maxie, in welcoming baby Alana to their 24th and Douglass homestead. PHOTO BY LORENE WARWICK

ing on the bed looking into the bassinet, the bassinet was swinging back and forth, and his tail was swinging back and forth along with it."

Michael and Susan both work full-time—he as a banker, she as an insurance agent—and they embarked on the path of parenthood relatively late in life. Even

though Alana and her Tiny Tots rolling walker have turned their home at 24th and Douglass into a "racetrack," Susan says, "We definitely want to have more."

"We love the family life," adds Michael. "And we love taking care of the little bambino." □



MORE MOUTHS TO FEED wants to show off your newest family member. If you have a new baby in residence, please send your announcement to the *Noe Valley Voice*, More Mouths, 1021 Sanchez St., S.F. 94114. Also include your phone number, so we can contact you to arrange for the family portrait.

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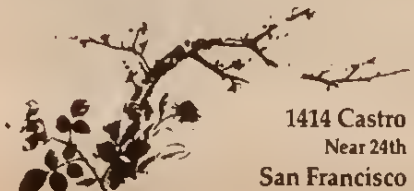
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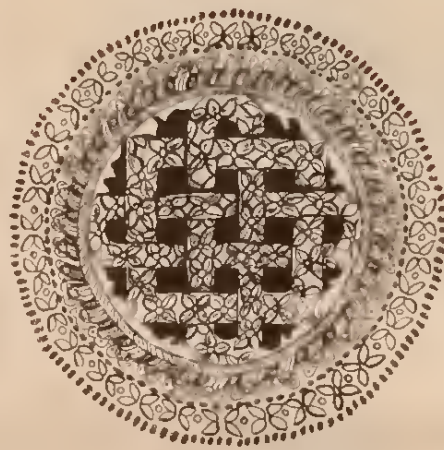


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Ancient Future

Sat., Nov. 12 ANCIENT FUTURE

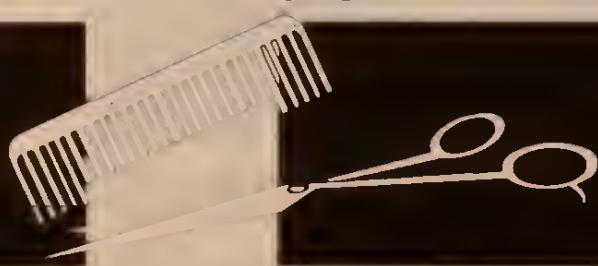
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To be a well-rounded Noe Valleon, you must complete the reading list. Here's this month's syllabus from librarians Roberta Greifer (adults) and Debby Jeffery (kids). The Noe Valley Library, located at 451 Jersey St. near Castro, is open Tuesday, 10 a.m. to noon and 1 to 6 p.m.; Wednesday, 1 to 9 p.m.; and Thursday through Saturday, 1 to 6 p.m. The phone number is 285-2788.

Adult Non-Fiction

Being Intimate by John and Kris Amodeo, two local therapists, is an in-depth guide to relationships that covers trust, communication, and "romantic myths."

Bitter Blood is Jerry Bledsoe's true account of the gangland-style murders of members of two prominent Southern families.

The Lives of John Lennon by Albert Goldman is the controversial and eye-opening biography of the Beatles' chief songster.

Women's Bodies, Women's Dreams by Patricia Garfield, the author of *Creative Dreaming*, explores the role of dreams in women's lives.

Adult Fiction

Jack of Diamonds is Elizabeth Spencer's newest collection of short stories, four of which have won awards.

In *Mamaw*, author Susan Dodd combines fiction and history in the story of a mother's love for her two outlaw sons.



• MORE Books to Read •

Picture This is Joseph Heller's latest novel, a fantasy that covers 2,500 years of Western civilization.

Red Eye by Richard Aellen is a thriller featuring twin brothers, one of whom is an East German assassin.

Set in North Dakota, *Tracks* by Louis Erdrich describes the ordeals of an Indian tribe as seen through the eyes of a mixed-blood woman and a tribe leader.

Young Adult

Christopher Pike's *Last Act* is a murder

mystery starring a new girl in town who tries out for the high school play.

Biographies for Children

Leaders of the Middle East by James Haskins is a timely look at leaders of this troubled area.

Eddie Murphy, written by Teresa Koenig and Rivian Bell, explores the life and career of this very talented entertainer.

Don't You Dare Shoot That Bear! A Story of Theodore Roosevelt brings this U.S. president to life for young readers. The author is Robert Quackenbush.

The Rise and Fall of Adolf Hitler by William L. Shirer will fascinate older readers.

Fiction for Children

Peter Pan and Wendy has just been illustrated by Michael Foreman, giving new life to this classic fantasy.

Wheels on the Bus by Maryann Kovalski will have preschoolers singing along with a grandmother, and grandchildren singing while waiting for the bus.

Almost Fifteen by local author Marilyn Sachs is about a girl named Imogene who has developed a crush on a father she babysits for.

Amos is the humorous tale of an old dog who discovers that his favorite couch has a motor and can be driven. Written by Susan Seligson for ages 4 to 7.

Audio Cassettes for Children

Grandma Slid Down the Mountain, performed by Cathy Fink, presents folk songs to tickle your funnybone.

Carol King's *Really Rosie*, which has been unavailable for a while, is back with all the wonderful songs based on Maurice Sendak's books.

Julie Harris reads the original *Curious George* story and three other Curious George adventures by H.A. Rey.

Smorgasbord is a musical feast for the whole family by Sharon, Lois and Bram.



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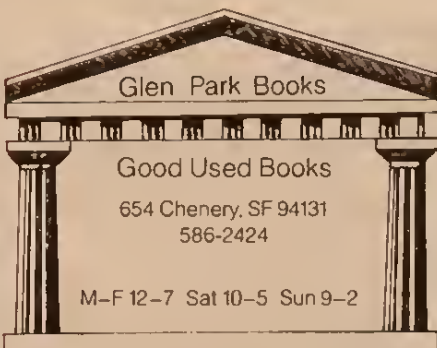
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The next issue will appear Dec. 1 and will be a combined December and January issue. Please mail your classified ad copy and check (made payable to the *Noe Valley Voice*) so that we receive it by Nov. 20, and specify whether you are renewing an ad that ran in the last issue. Note: The *Voice* does not have regular office hours, and we cannot accept classifieds over the phone, so we encourage you to communicate with us by mail. Also note: We put the first word (or up to four words) in all caps only. We do not provide boldface, italic, or further use of all caps. Receipts and tear sheets will be provided only if your order is accompanied by a self-addressed, stamped envelope. □

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CALENDAR

NOV. 1: The S.F. Unified School District will begin accepting pre-registration enrollments for students new to the PUBLIC SCHOOLS and Optional Enrollment Requests for the 1989-90 school year. 135 Van Ness Ave. 565-9705.

NOV. 2: Celebrate Dia de los Muertos at a CANDLELIGHT PROCESSION beginning at the Mission Cultural Center, 2868 Mission St., and proceeding through the murals of Balmy Alley to the Galeria de la Raza for the outdoor altar dedication. Traditional Aztec dancing by Grupo Xipe Totec will be featured. 7-9 p.m. Galeria de la Raza, 2857 24th St. 826-8009.

NOV. 2: PRDFLUENCE, a community-wide creative support group, sponsors a discussion on "The Time of Your Life: Self-Management for Creative Work." 7-15 p.m. Dolores Street Baptist Church, 208 Dolores St. 648-6104.

NOV. 2-NOV. 5: Nancy Reilly premieres her ONE-WOMAN SHOW *The Gangster and the Barmaid*, "a galloping rift by a woman slinging cheap booze and 'sawdust' drugs in a sleazy bar on Christmas Eve." 8 p.m. Intersection for the Arts, 766 Valencia St. 626-ARTS.

NOV. 2, 9, 16, 30: Pull up a chair for the INFANT-TODDLER LAPSIT for infants to 3 years. 7 p.m. Noe Valley Library, 451 Jersey St. 285-2788.



A beloved local businessman and politician is remembered in the documentary film *The Life and Times of Harvey Milk*, to be screened Nov. 27 at the Castro.

NOV. 5: Attend the first meeting of a six-week WRITING WORKSHOP, "Poetry, Fiction and the Space Between," led by Carol Dort, 10 a.m. Small Press Traffic Bookstore, 3599 24th St. at Guerrero. Call 451-3251 or 285-8394 for more information.

NOV. 5: The Special Funded Projects Department of the S.F. Unified School District sponsors a PARENT INFORMATION CONFERENCE. 8:30 a.m.-noon. Horace Mann Middle School, 335 23rd St. 565-9391.

NOV. 6: The all-day Twist and Shout AEROBATHON will donate its proceeds to the Asian, Latin and Bayview-Hunters Point AIDS Projects. Classes start at 8 a.m. at 25th Street Workout, corner of 25th and Castro. Phone 647-1224 to sign up for a spot.

NOVEMBER 1988

NOV. 3-24: Carolena Neruccio emphasizes posture and spirituality in her women's BELLYDANCING class, featuring the traditional techniques of Turkish, Arabic and Egyptian movements. 7:30 p.m. Noe Valley Ministry, 1021 Sanchez St. 695-1439.

NOV. 4: MATT GROENING, in person, will sign his latest cartoon book, *Childhood Is Hell*, the fourth in a series based on the syndicated comic strip "Life in Hell." 8 p.m. Modern Times Bookstore, 968 Valencia St. 282-9246.

NOV. 4: POETS Carl Dort, Kathy Krause, Joe Learher, Hannah Silver, Richard Tanski and Donn Watts will read from their work. 8 p.m. Small Press Traffic, 3599 24th St. 285-8394.

NOV. 4 & 5: Hear some "New Songs for an Old Ministry" at a benefit celebrating the 100th ANNIVERSARY of the Noe Valley Ministry building. 8:15 p.m. 1021 Sanchez St. 282-2317.

NOV. 4, 5, 11, 12, 18, 19: AART (Artist and Audience Responsive Theatre) presents the world premiere of *Pavane*, a tense, compelling drama set in Nazi-occupied Belgium. 8 p.m. Capp Street Center, 362 Capp St. 431-5625.

NOV. 4-7: Celebrate Bay Area independent film and video at the fourth annual FILM ARTS FESTIVAL. Roxie Cinema, 3117 16th St. Call 552-8760 for titles, times and ticket information.

NOV. 5: The Endangered Species Alliance will kick off the third annual NOE VALLEY MUSIC FESTIVAL to benefit Centro de Latino de San Francisco. Local bands perform rock, rhythm and blues, jazz, and Irish folk music at six bars: Noe's, the Cork 'n' Bottle, the Dubliner, the 1st Ining, the Rat and Raven, and the Bailey. 2-8 p.m. 282-4007.

NOV. 5 & 6: Do your Christmas shopping early at the Dominican Guild CHRISTMAS BOUTIQUE. 10 a.m.-4 p.m. I.C.A. Auditorium, 24th and Guerrero streets.

NOV. 5 & 6: Follow Mr. Toad to the GARAGE SALE at the Wind in the Willows Preschool at the corner of Army and Church streets. 10 a.m.-4 p.m.

NOV. 6: Dr. Stephen Ducat, Ph.D., author of *Taken In: American Gullibility and the Reagan Mythos*, will examine the political and psychological messages of George Bush and Michael Dukakis in his lecture on CAMPAIGN '88. 7 p.m. New College of California, Valencia Center, 777 Valencia St., 626-1694, ext. 153.

NOV. 6: The Noe Valley Ministry Presbyterian Church celebrates 100 years of "SAINTS AND SOULS" at a special service, 10-11:15 a.m., followed by a potluck dinner, and entertainment and dancing from 2-4 p.m. 1021 Sanchez St. 282-2317.

NOV. 6-OCT. 30: Catch "ISLAND FEVER," an exhibit of painting, drawing, film and video by eight artists from Portugal. The opening reception is Sunday, Nov. 6, 7-10 p.m. Artists' Television Access, 992 Valencia St. 824-3890.

NOV. 7: Kit Cameron conducts a free four-session workshop "MAKING PRAYER WHEELS," in which participants will construct their personal versions of this archetypal symbol. 7 p.m. Noe Valley Ministry, 1021 Sanchez St. Call 821-4117 for pre-registration.

NOV. 8: Exercise your franchise—walk down to your local polling place and VOTE!

NOV. 9: Attend "AWAKENING INTUITION: A Lecture and Guided Meditation" with Jim Christrup, C.M.T. 7:30 p.m. Noe Valley Library, 451 Jersey St. 285-2788.

NOV. 9-11: Folk artist Herminia Albarran will give classes in the Mexican traditional craft of PAPEL PICA00 (paper cutouts). 2-4 p.m. Galeria de la Raza/Studio 24, 2857 24th St. 826-8009.

NOV. 10-13: Live performance, videos and films, including the premiere of *Pow Wow Highway*, will be featured at the 13th annual AMERICAN INDIAN Film Festival. Nov. 10-12 at the Palace of Fine Arts Theatre, 3301 Lyon St., and Nov. 13 at the Roxie Cinema, 3117 16th St. For times and ticket information, call 554-0525.

NOV. 11: The lyrics of Bertolt Brecht and music of Kurt Weill will be presented by the Noe Valley HEAVY OPERA Company. 8:15 p.m. Come to the cabaret at the Noe Valley Ministry, 1021 Sanchez St. 467-2610.

NOV. 12: William Kunstler and DANNY GLOVER will speak on *Human Rights, Political Prisoners and the Case of Geronimo Jijaga Pratt*, one of the longest held political prisoners in the U.S. 7 p.m. Women's Building, 3543 18th St. 431-8339.

NOV. 12: The world music group ANCIENT FUTURE celebrates a new record release, *Dreamchaser*, with an evening of mesmerizing rhythmic patterns. 8:15 p.m. Noe Valley Music Series at the Noe Valley Ministry, 1021 Sanchez St. 647-2272.

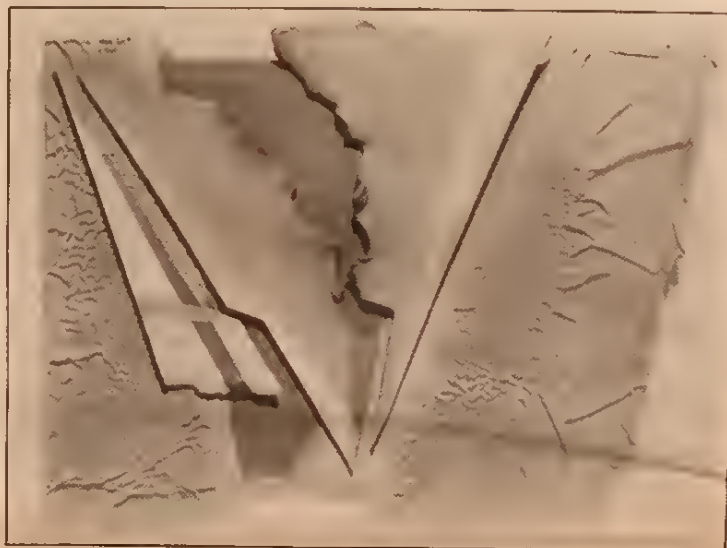
NOV. 13: Meet Noe Valley author Zack Rogow at a BOOK SIGNING of his first book, *Oranges*. 2-5 p.m. Cover to Cover, 3910 24th St. 282-8080.

NOV. 18: Natural ANIMAL CARE is the topic of Dr. Cheryl Schwartz and other holistic veterinarians in an evening of lectures, poetry, and hors d'oeuvres. 6-9 p.m. Zampel-The Health Paws, 3274 Mission St. 285-0209.

NOV. 19: The Noe Valley Music Series presents BETSY RDSE, singer and songwriter, whose repertoire includes a cappella gospel, country-style ballads and love songs for every mood and taste. 8:15 p.m. Noe Valley Ministry, 1021 Sanchez St. 677-2272.

NOV. 19: Community Music Center invites the neighborhood to "Enthusiasms of the Hand," an evening of new and EXPERIMENTAL MUSIC for guitar and mandolin. 8 p.m. 544 Capp St. 648-3323.

NOV. 19 & 20: Gift shoppers alert: the third annual HOLIDAY BOUTIQUE will be held 10 a.m.-4 p.m. at 221 Fair Oaks St. 826-9096.



This ceramic piece by Ericka Clark Shaw joins the work of fellow Noe Valley artist Bonita Cohn and others at a holiday "Clay/Glass Christmas '88" exhibit and sale in Golden Gate Park Nov. 26 and 27.

NOV. 15: Children ages 3 to 5 will enjoy the films *HAPPY BIRTHDAY, MOON*, *Caps for Sale*, *Pierre* and *The Hat*. 10 & 11 a.m. Noe Valley Library, 451 Jersey St. 285-2788.

NOV. 16: Gwen Carmen, publisher of *Morena*, a newspaper for women of color, presents her poetry and slides of the BOA NORTE FESTIVAL in Cachoeira, Brazil, and describes how Camdoble, a form of African religion, was introduced to the Brazilians. 7:30 p.m. Modern Times Bookstore, 968 Valencia St. 282-9246.

NOV. 16: Preview City College's INTERNATIONAL EDUCATION program for travel in the 1989 Spring Semester. England, 6 p.m.; China, 6:30 p.m.; Tokyo, 7 p.m.; Paris, 7:30 p.m. Castro-Valencia Center, 450 Church St. Call Sue Light at 239-3582 for more info.

NOV. 16: Car break-ins in Noe Valley and planting on Billy Goat Hill are two of the topics to be covered at the next meeting of the UPPER NOE Neighbors. 7:30 p.m. Upper Noe Recreation Center, Sanchez at Day Street. 641-5989.

NOV. 19 & 20: Small Press Traffic sponsors the West Coast Literary Organizations CONFERENCE. Intersection for the Arts, 766 Valencia St. Call 285-8394 for information and registration.

NOV. 20: Neeti Cherkovski, a LOCAL PDCT, will read from his new book, *Whitman's Wild Children*. 3-5 p.m. Cover to Cover, 3910 24th St. 282-8080.

NOV. 23: The 30 families of the Noe Valley Co-op Nursery School welcome the community to their 18th annual free THANKSGIVING FEAST. Noon-2 p.m. Noe Valley Ministry, 1021 Sanchez St. 282-2317.

NOV. 23: Bring your family to the THANKSGIVING EVE SERVICE, 7 p.m., at Belhary Methodist Church, 1268 Sanchez St. 647-8393.

NOV. 26 & 27: Noe Valley artists Ericka Clark Shaw and Bonita Cohn will participate in the CERAMIC ART exhibition and sale "Clay/Glass Christmas '88." Noon-5 p.m. S.F. County Fair Building, Ninth Ave. & Lincoln Way entrance to Golden Gate Park. 849-4824.

NOV. 27: To observe the 10th anniversary of the assassinations of HARVEY MILK and George Moscone, a special screening of *The Times of Harvey Milk* will precede the annual candlelight memorial march from Castro and Market to City Hall. 5 p.m. Castro Theatre, 552-8760 or 861-5245.

ZIPPY

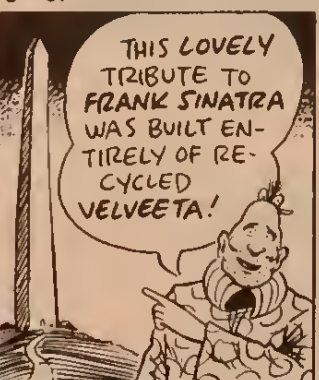
FOUR GOOD REASONS TO VOTE FOR ZIPPY the PINHEAD:

1. HE HAS A REAL UNDERSTANDING OF THE SOVIET ECONOMY.



"VOTE FOR HIM, HE'LL VOTE FOR YOU"

2. HE, LIKE US, REMEMBERS NOTHING BEYOND LAST NIGHT'S "ENTERTAINMENT TONIGHT."



3. HE'LL LOOK GREAT WATER-SKIING DOWN TH' POTOMAC WITH LONI ANDERSON.



4. YOU'LL NEVER HAVE TO TAKE OUT THE GARBAGE AGAIN.



The Scoop on CALENDAR

Please send calendar items before the 15th day of the month preceding month of issue to the Noe Valley Voice, 1021 Sanchez St., San Francisco, CA 94114. Items are published on a space-available basis, with Noe Valley neighborhood events receiving priority. Note: Our next issue will cover two months, December 1988 and January 1989, and will appear Dec. 1. The deadline for calendar items is Nov. 15, 1988.